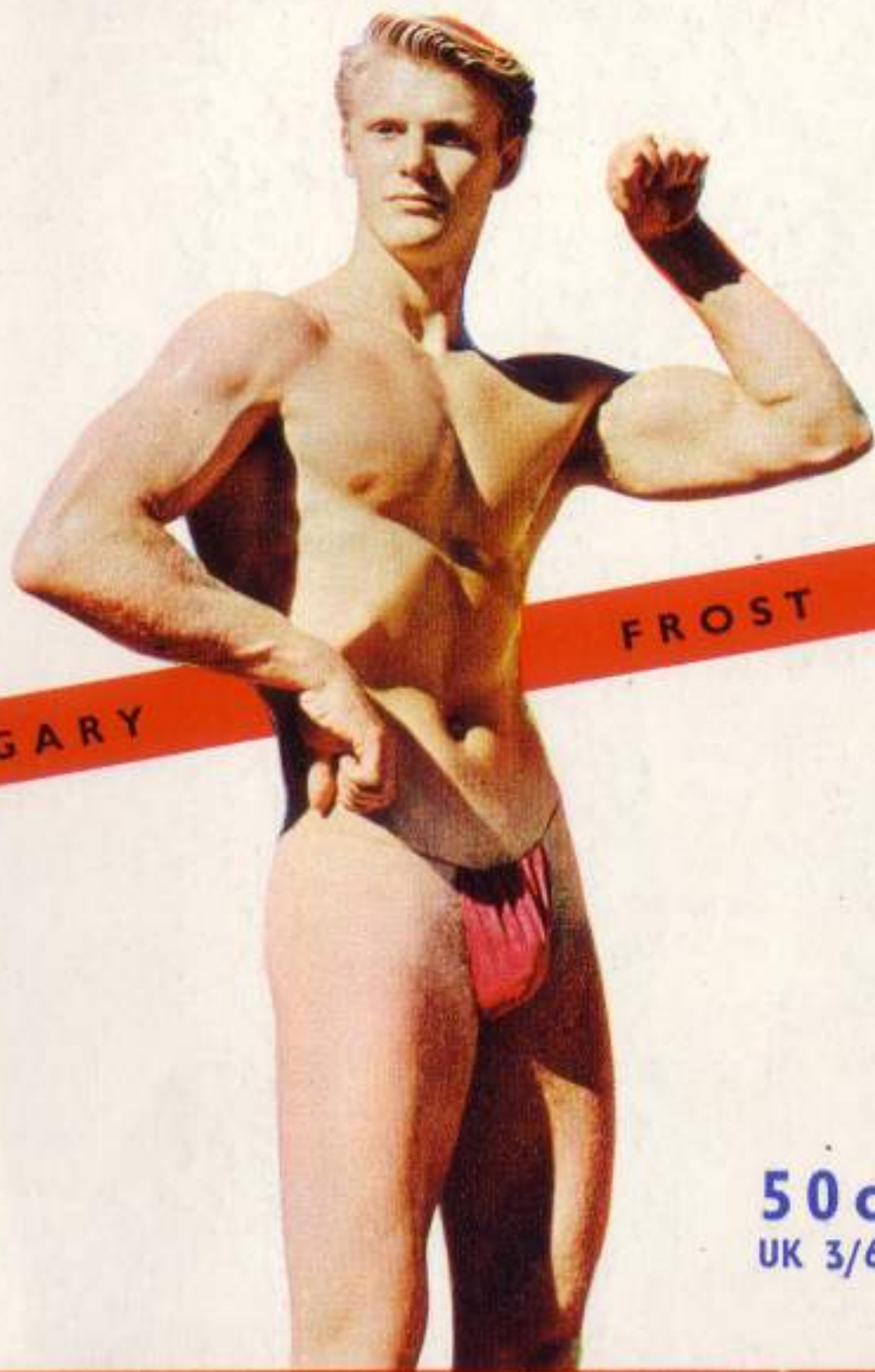


ACME

ADONIS



GARY

FROST

50c
UK 3/6

MALE PHYSIQUE ARTISTRY

BART SANDERS
by Bill Seay



ADONIS

EDITORIAL

Dear Readers,

As they say in the Navy—welcome aboard another new issue of Adonis . . . On the following pages we have gathered for your interest some very outstanding work from the studios of the world's physique photographers, which we feel sure that you will like.

We would like to stress several new items—don't fail to read page 40 if you are interested in purchasing photographs . . . We also bring to your attention our new PHOTO CONTEST, details of which are on page 51.

We would also like to welcome aboard several new studios whose work has never before appeared in our pages—so take a bow, Pacific Films, T.Y.C., and Bill Seay . . . Welcome to the ship's crew . . .

All in all, we feel that this is a pretty good issue this month, one of which the Captain of the ship can justly be proud, so to all of you interested landlubbers, may we say—Welcome aboard . . .

Al McDuffie, EDITOR

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Physical Fitness

MUSCLES and FAT

One of the most erroneous statements ever made, but one that is almost always popping up whenever muscle-men are mentioned, is the old cliché—"If you're muscular and you stop training, the muscle will turn to fat." This faulty statement has enjoyed wide-spread popularity throughout the world, but seems to be the most prevalent in America!

A down-to-earth, common sense, approach to this statement would show how utterly ridiculous such a thing would be. It is impossible for muscle to turn to fat, just as it is impossible for fat to turn to muscle! Fat is acquired **ONLY** through inactivity, whereas muscle is developed only through physical effort of some sort. While fat cannot be turned into muscle, it can be utilized to create the energy necessary to build muscle. Fat is like a millstone around your neck! The body requires some fat, but this should not exceed 10% in the male body, and anything over this figure is excess and will cause trouble.

Fat places a strain on the heart, as the blood must circulate through the fatty tissue, and this only tends to increase the strain on this vital organ. Actually, the more fatty tissue, the greater the strain on the heart, even to the extent that it is greater than if this same person exercised constantly.

Why then, does this old cliché of 'muscles turning to fat' have such a wide-spread following? We strongly suspect that it is due to laziness on the part of the spreader—that he is using it only as a subconscious excuse to cover up for himself? When you are told this old bunk, think more carefully about the person who is repeating it to you. There are many persons today who will repeat anything just to have something to be talking about—and this person can easily be eliminated. However, many times the person spreading this bit of gossip, is himself overweight. He probably wishes he had the more attractive muscular body which he is running down, but is too mentally lazy to do so, and instead, proceeds to run down his more physically and healthier brother.

What has been proven through the years regarding muscles, is that they will **NOT** deteriorate once acquired, just as long as you exercise them frequently . . . Our muscles were designed by nature for work, they must have it, else they will deteriorate, or in common language—they will 'rust.'

Physical deterioration is possible, though once again it is not a case of turning muscles into fat, but of just ceasing to exercise at all. The muscles then grow lazy, the fatty tissue begins to pile-up, the heart becomes strained with having to work overtime—then other symptoms begin to appear . . . Young men have a host of complaints—headaches, weakness, and tiredness!

The common excuse today is—"I don't have the time." With the advancing knowledge of our bodies it is proven that only a few minutes of exercise per day will keep you trim and healthy, this is no longer a valid excuse. No, rather than bolster up their own sagging bodies and health, the average Joe would prefer to lean back on the old quotation, ridiculing the muscular guys, covering up his own lack—thereby fooling nobody but himself and ruining nothing but his own precious machine.

But, you will say—we have known of star athletes who have fallen apart after they gave up their careers in college . . . This, unfortunately, was undoubtedly true. The weight trained body seldom falls apart as long as some little exercise is accomplished during the years. But, the athlete is another story. While he is attending school and college he has been engaged constantly in athletics, his body is trim and tuned, and he is enjoying wonderful health. Then, just suddenly without any let-down, this star athlete leaves college (or school), finds himself in a desk job, and immediately gives up any form of exercise at all. His body, jolted by the sudden change, confined to a complete lack of exercise at all, very quickly acquires fatty tissue and our 'retired' athlete is on the road to rapid ruin—physically.

However, this is the only case of this sort on record. And since, in constantly repeating this tired old cliché of 'muscle turning to fat' the gossip is only passing along faulty information—we wish to stress, again and again, the fact that if you have built up any muscularity of body at all—it will not deteriorate, providing you use a bit of common sense and continue to exercise it.

In order to be physically fit and healthy one does not have to be a Mr. America, Mr. Universe—or the greatest physical specimen on this earth! Active muscles and the absolute minimum of fatty tissue is all that is necessary to a co-ordinated body and a healthy outlook. Just keep those over 700 body muscles tuned and you'll find yourself enjoying life more fully and completely than you ever did before. When the griper comes round with his sad state of woes—his complaints about pains, tiredness, his headaches—and his stories of 'muscles turning to fat'—then pity him, for he is the most miserable of nature's creatures! He has let the most wonderful gift of mankind, the human body, go to waste by sheer neglect and his woes are nobody's fault but his own and nobody—not even a host of doctors, can cure this fault unless he wishes to be cured!

So, the next time a fellow pops up with this old routine—"I'd sure really like to work out, but you know—once these guys with muscles stop training they turn to fat"—give him the facts of life . . . But, don't fall for this old sob story—this crutch on which to lean when you don't have the guts necessary to do it yourself. Your body is your most precious possession, keep it in top working condition and it will keep you feeling on "top of the world"—neglect it, let it turn to flabbiness, and you'll never feel as you should. It is your own decision which can only be made by you—to feel great, or to feel worn out . . . WHICH IS IT TO BE ? ? ? ?

The Awful Truth

There seems to be a general opinion amongst the average reader that our physique photographers are something which they are not. These misconceptions are fast becoming a bit on the ridiculous side, and since, apparently even the postal authorities are believing them, we feel that the time has come to debunk a lot of this erroneous lack-of-thought on the part of the average person.

1 THE FANCY STUDIO . . . It is commonly believed that most physique studios are fabulously decorated, very expensive, places complete with smiling blonde female secretary at the door, etc. Models are tripping in and out in a constant stream, being photographed from morning to night (at fabulous pay). This is the BUNK. Most of our famous physique photographers have full-time professional jobs and dabble in figure studies only as a hobby, even though they may be selling photographs. A limited few are also commercial photographers who use their studios, on the side, for physique work. None of them have any thing like the fancy places imagined by those who see their work published. And, ALAS . . . there is no steady stream of terrific physiques parading in and out, nor any lovely blonde secretary on duty . . .

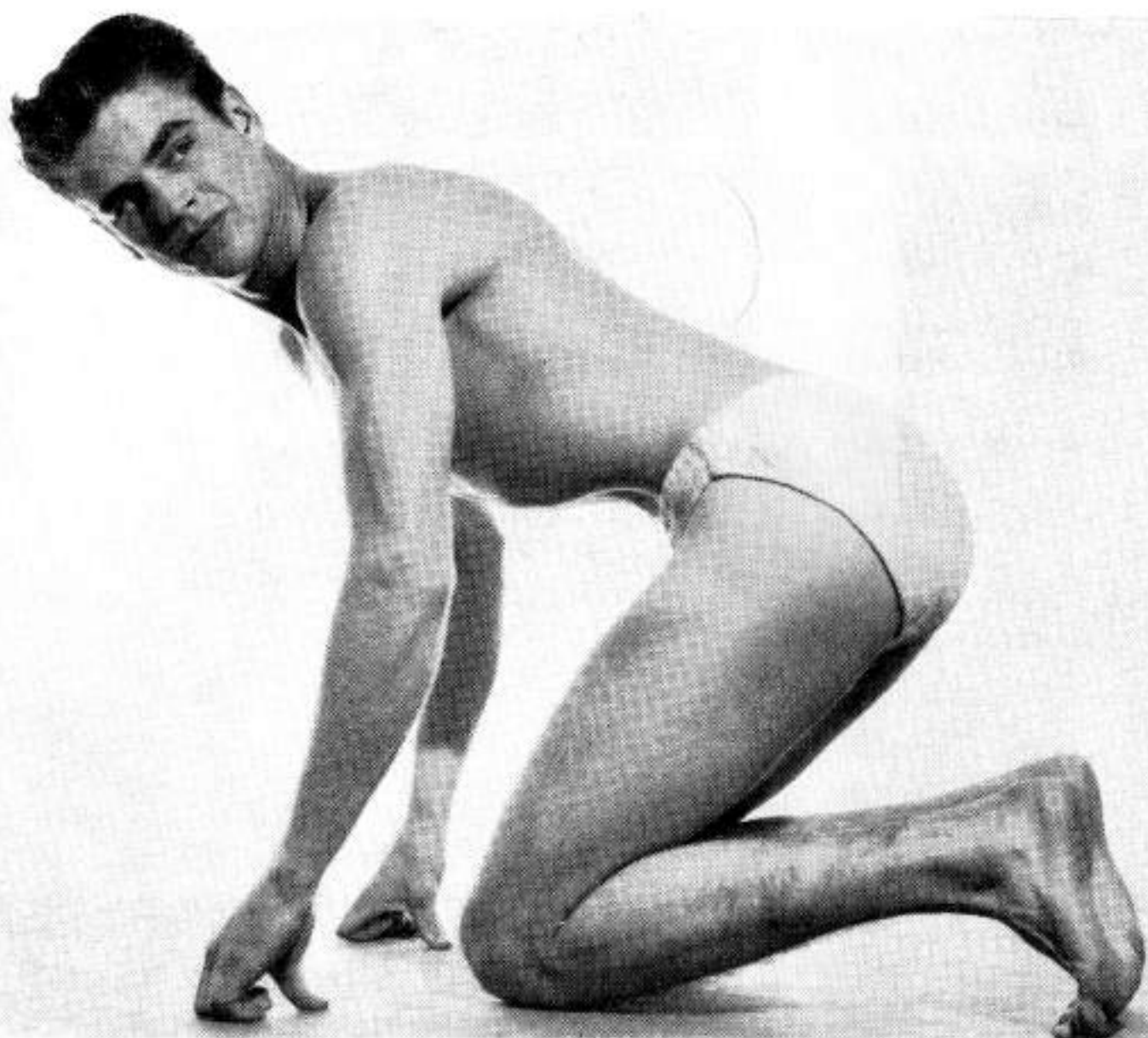
2 THE RICH PHOTOGRAPHER . . . Another very off-the-target assumption seems to be that all physique photographers are just rolling in that stuff called MONEY . . . The rumor seems to be that not only is there a lot of this stuff about, but that the photographer also has an expensive home, changes his car each year for a new one, and enjoys amongst other things the luxury of a swimming pool in his backyard . . . I am sure that most of the photographers would certainly like to be enjoying this kind of life, but sad to relate, this is NOT the true situation at all. Most of the shutter-bugs have a devil of a time making ends meet with their physique work, usually live in apartments or older homes, are lucky to have even an older auto, and with one exception do not own swimming pools . . . Contrary to all outside opinions, physique photography is very limited in any financial reward to the hard-working photographer. The overhead in this field is high, the field of interest in physiques is a very limited one, and more than one photographer is merely

carrying his business for the interest he has in the work, not the monetary rewards he is supposedly reaping . . .

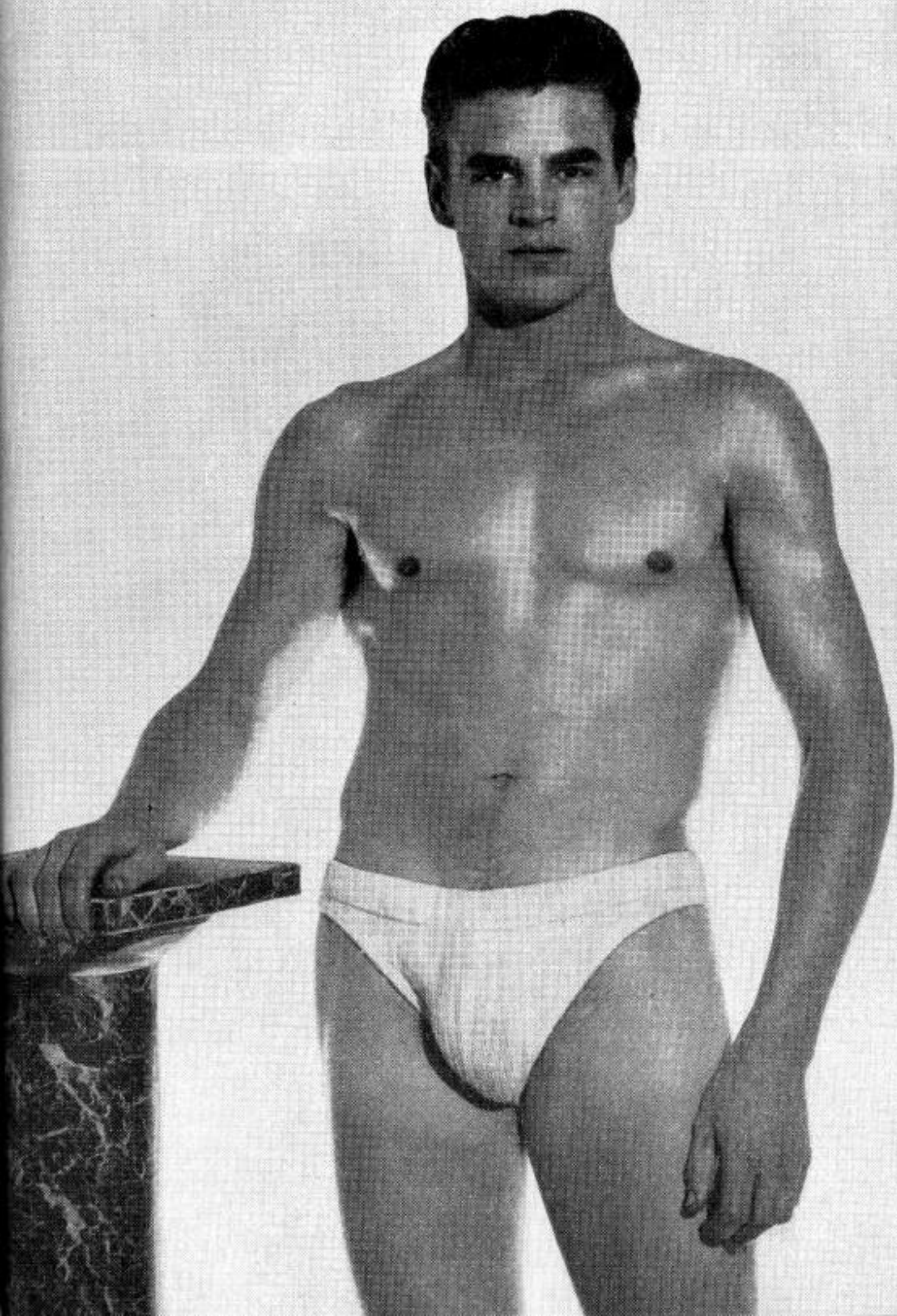
3 THE HIGH PAID MODEL . . . Another series of wishful thinking on the part of the average person. There have been some wild rumors spreading around the countryside as to the fantastic fees made by "such and such" for posing for physique studies, etc. In fact, the highly distorted book, *MUSCLE BOY*, seems to have helped this situation along with the fantastic payments which the hero of the book is supposed to have received from his photographer. I'm afraid the average person would be very disappointed in the actual fees which the model collects for his services today.

4 HIGH LIVING . . . It seems also to be widely believed that the photographer lives high, wide and handsome, since he is supposedly earning such fabulous profits from his work. This, particularly to the profession, is the heartiest laugh of all . . . Most of the poor joes in the field spend most of their time locked up in a small dark-room constantly developing films or printing pictures in order to keep ahead of themselves, and they so seldom find the time to get around socially that these rumors of "throwing huge parties" and living like a film star or director are really funny . . . Actually, the poor photographer is only a hard working (slaving would perhaps be the better word for it) guy who is trying to establish himself in the field of his choice, and who frequently stays up half the night, working himself to death in order to do it, and usually only for the satisfaction it brings to him in the end—certainly not the monetary gain, little as it is . . .

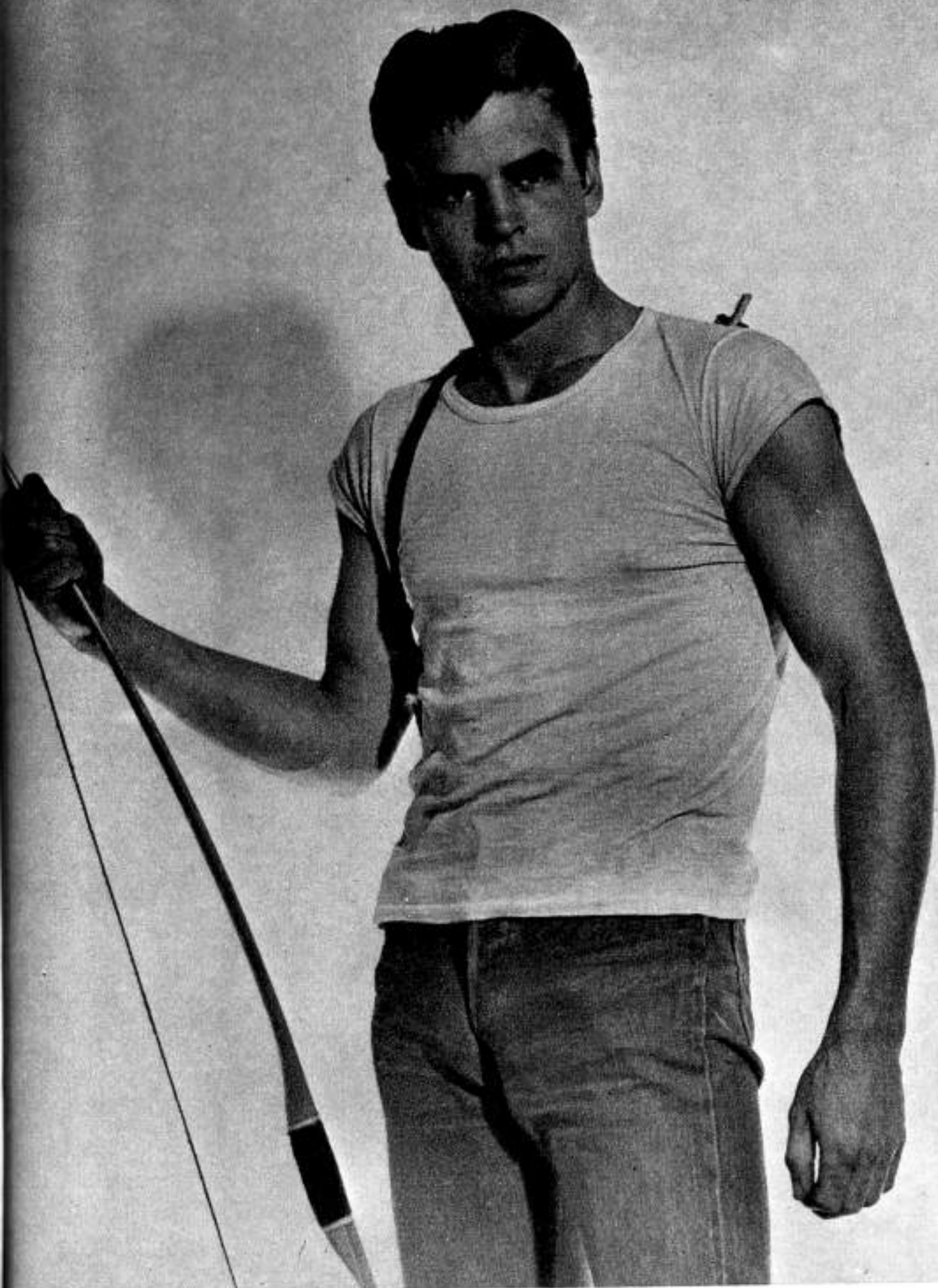
Perhaps, and we hope so, this article will give you a slightly better insight into the subject and maybe those who are always griping and complaining will be a little more tolerant of the poor, mis-understood physique photographer in the future . . . We certainly do hope so . . .



From one of our new contributing photographers, James Hills, we are happy to present in this issue 23 year old Wally Howard . . . This young man, at present a member of the U.S.A.F., manages to find time to keep himself in shape in spite of being moved around the U.S. while on duty. Wally has a wife and two charming children and is a splendid example of the best of American family life today. Wally stands 5 ft. 10 ins. tall and weighs 160 lbs., which he has had to put to good use time and time again while serving in the Air Force. Ironically, this is not the first appearance of Wally in the physique magazines—he has been posing since he was a young teenager, and his earlier work by famous cameraman RUSS WARNER was widely circulated for some years . . .







***Wally Howard* . . by HILLS**



ERNIE MIDDLETON

YOUNG COLLEGIATE BODYBUILDER



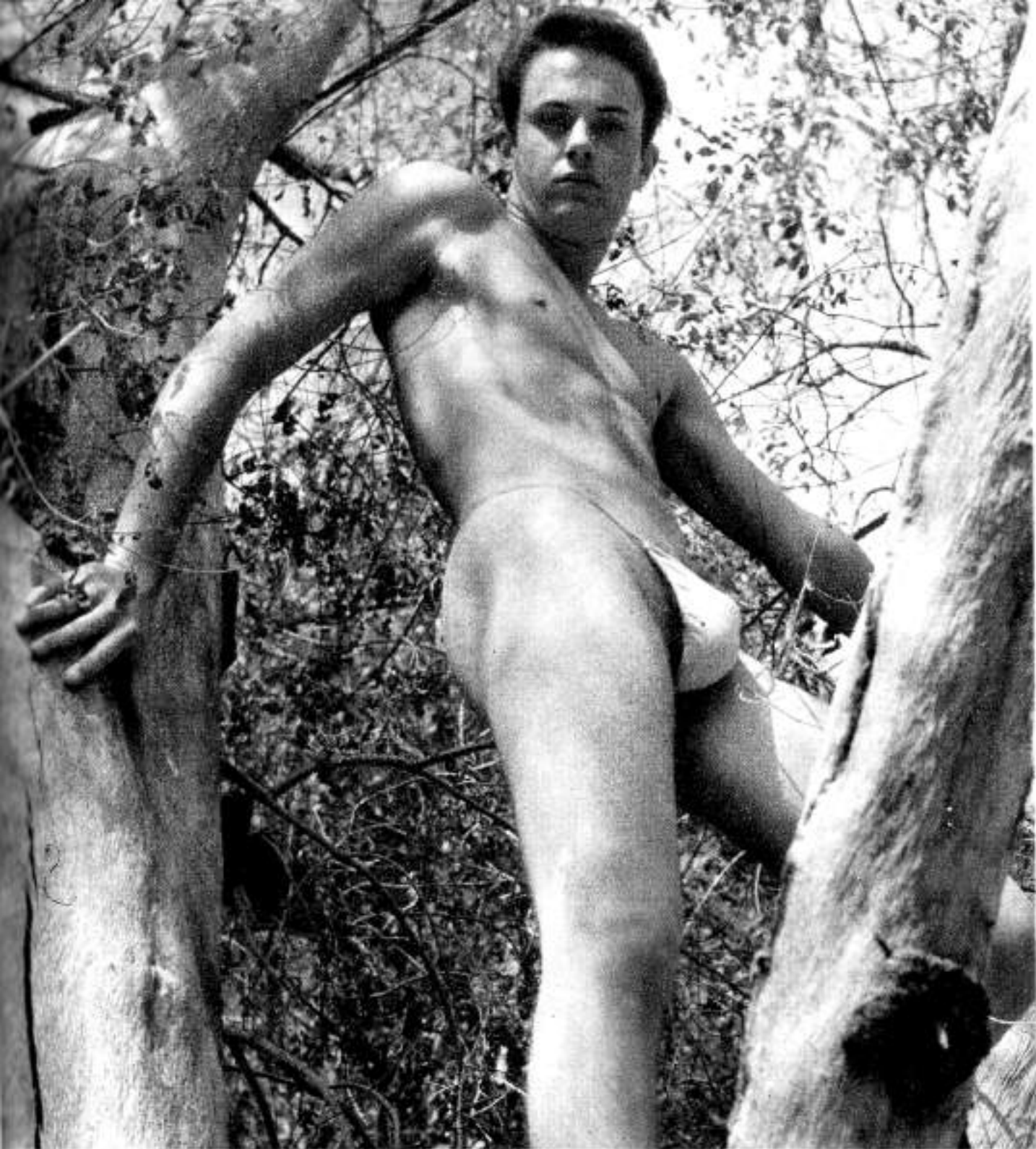
PHOTOGRAPHED
BY

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Scott VISITS AMERICA



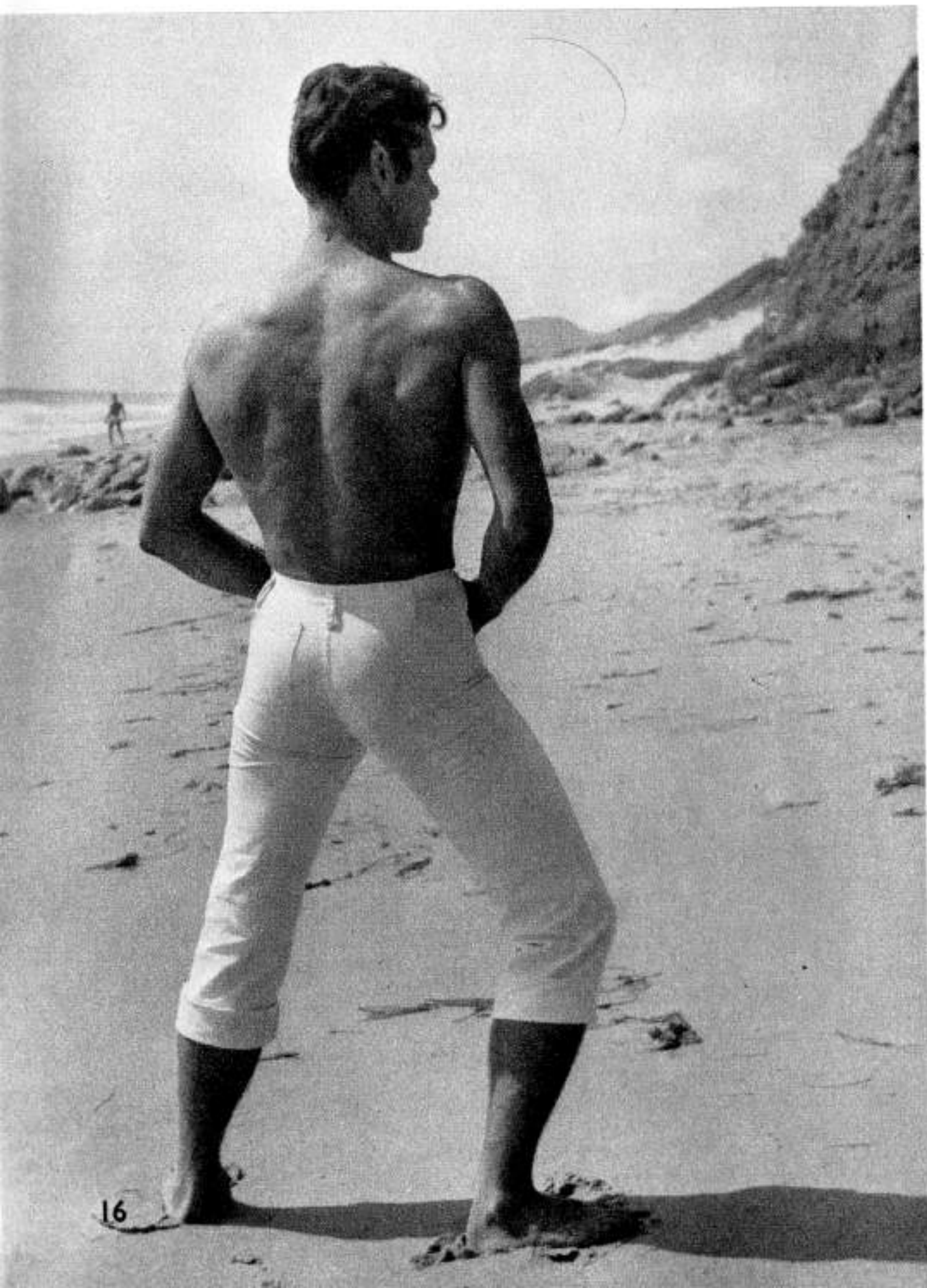
RICK COREY



RICK COREY

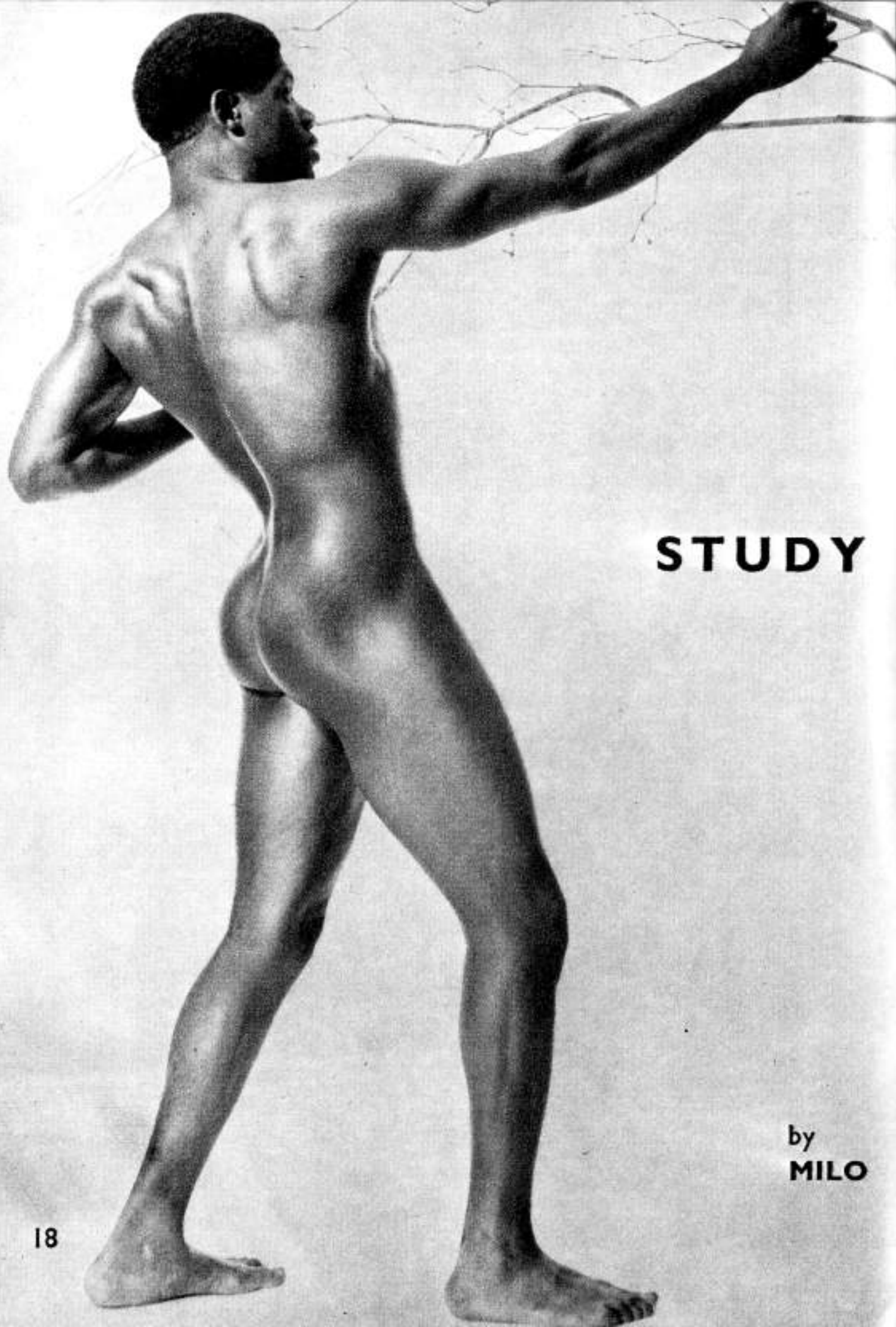
Any packet arriving at the Editor's desk which bears the name of SCOTT, is bound to excite interest, for this young photographer's work is noted the world over. This time we were happy to receive some of the work which he took on his short trip to the United States. Both of the models shown on these pages were photographed on the beaches of Southern California by our wandering British lensman, who from all indications, enjoyed his trip across the seas very much—as we hope you'll enjoy these excellent studies which he took . . .

J O E



EMMONS





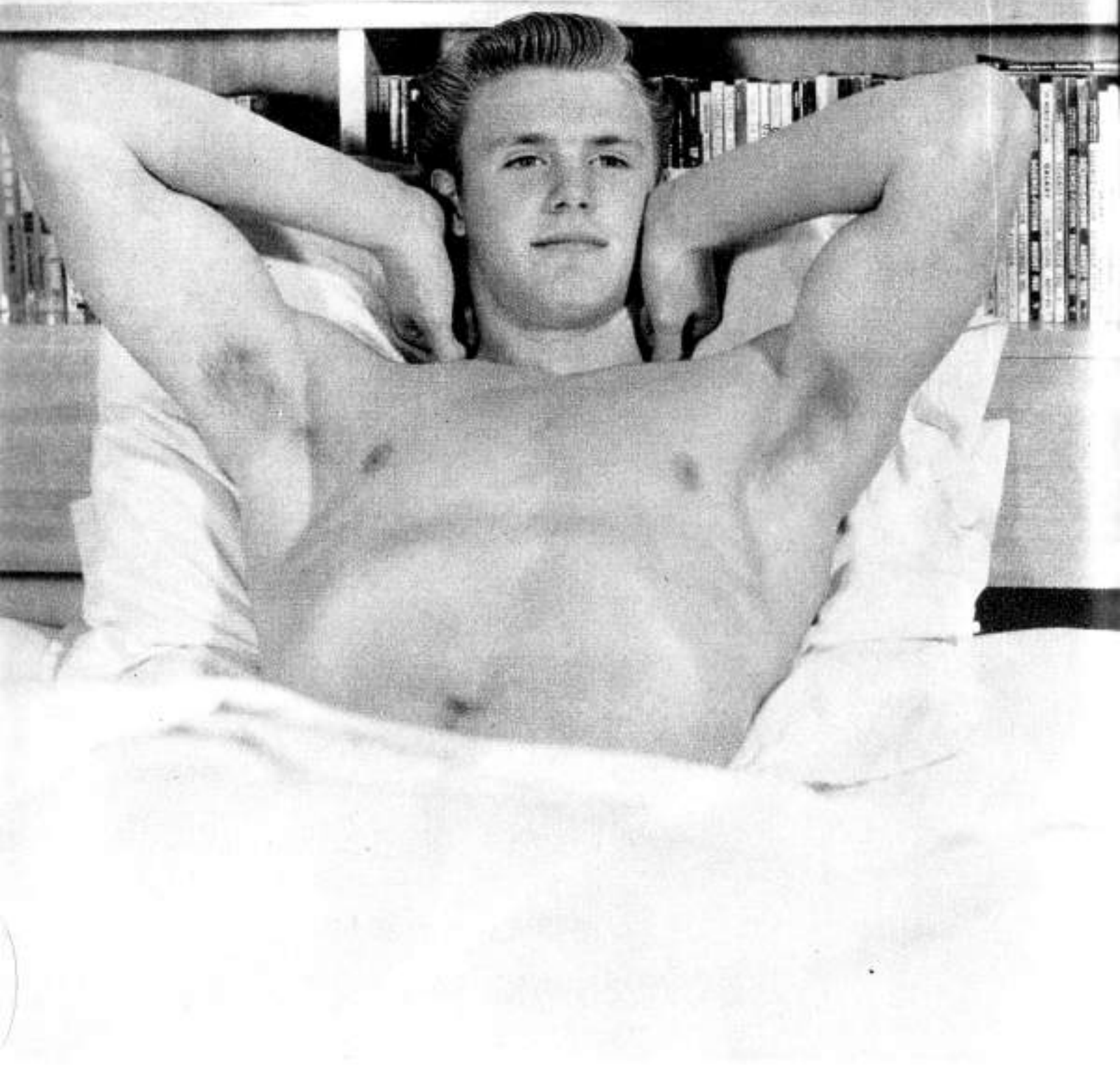
STUDY

by
MILO

SAM PIERRE

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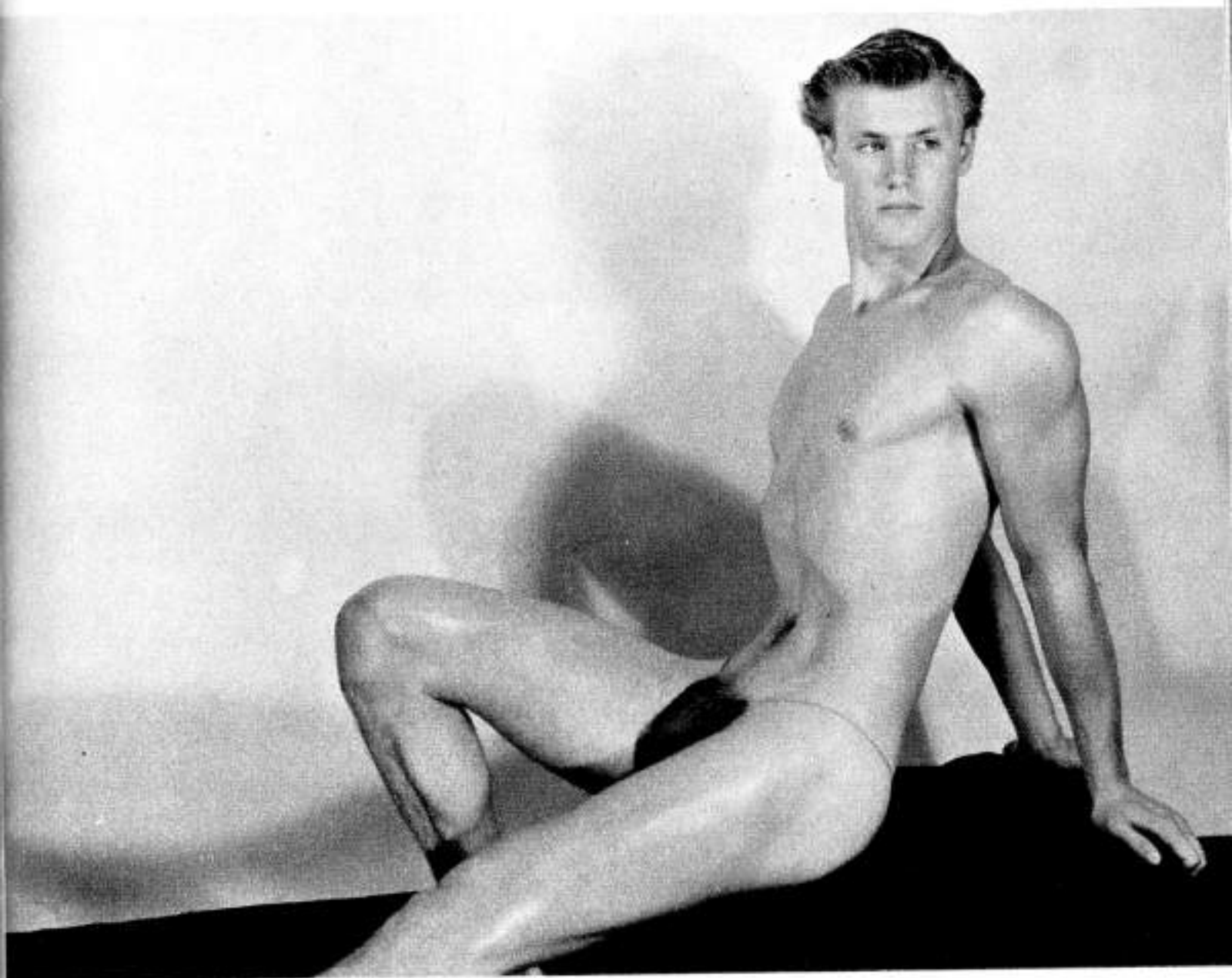




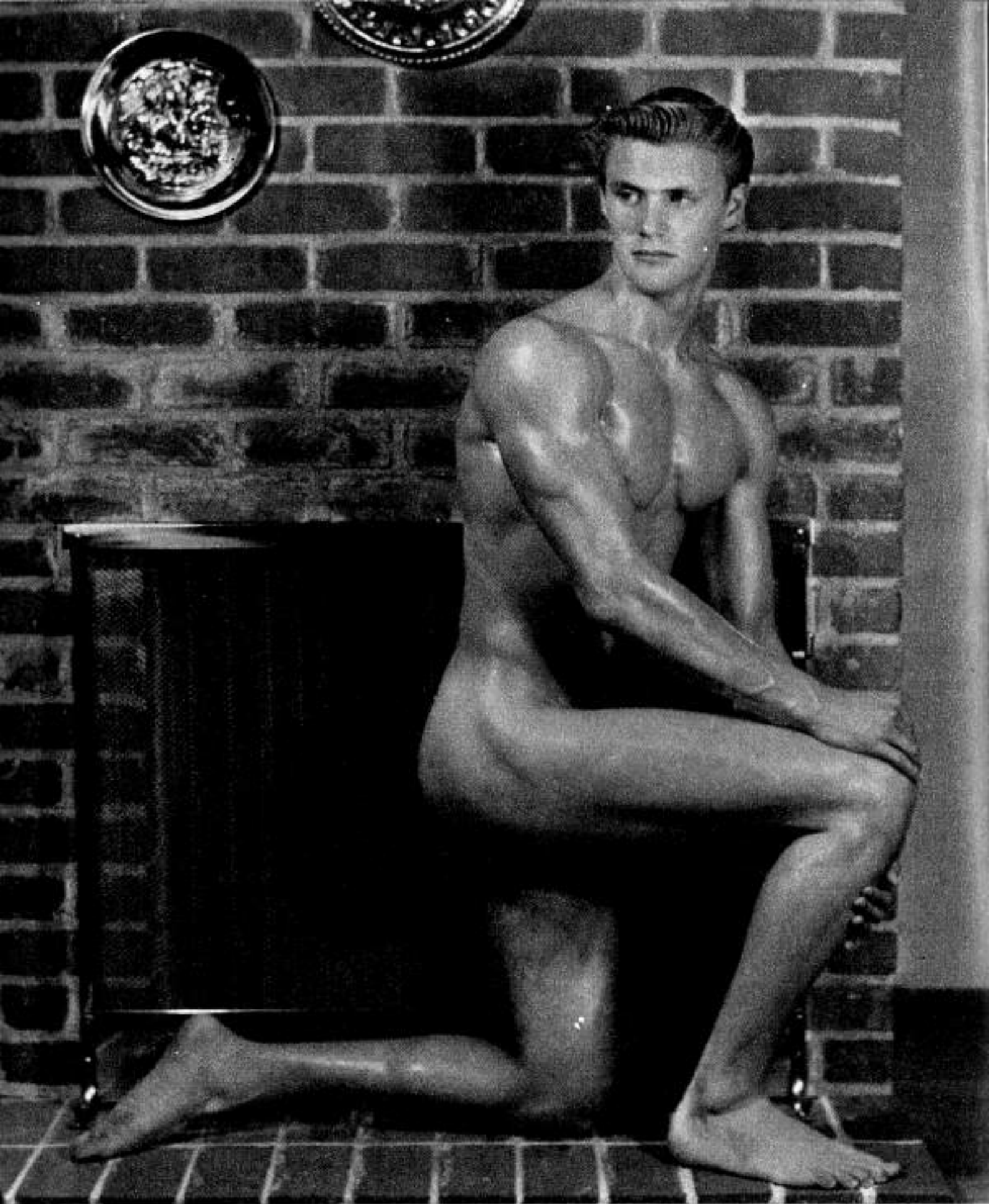
Wake up Sleepyhead . . .

MEET — *Gary Frost*

It is always a pleasure to present in these pages a youthful model who has seriously taken up body-building in order to give himself the drive and stamina that modern youth need today in this teeming world of ours. Such a young man is Gary Frost, who we visit on these pages. Gary began training young—at thirteen years of age, but wisely alternated with school athletics, of which, track was his forte . . . Today this very wise choice has stood him in the ranks of the happy and healthy ranks—his powerful build never letting him down. We will undoubtedly be hearing further from this young man . . .

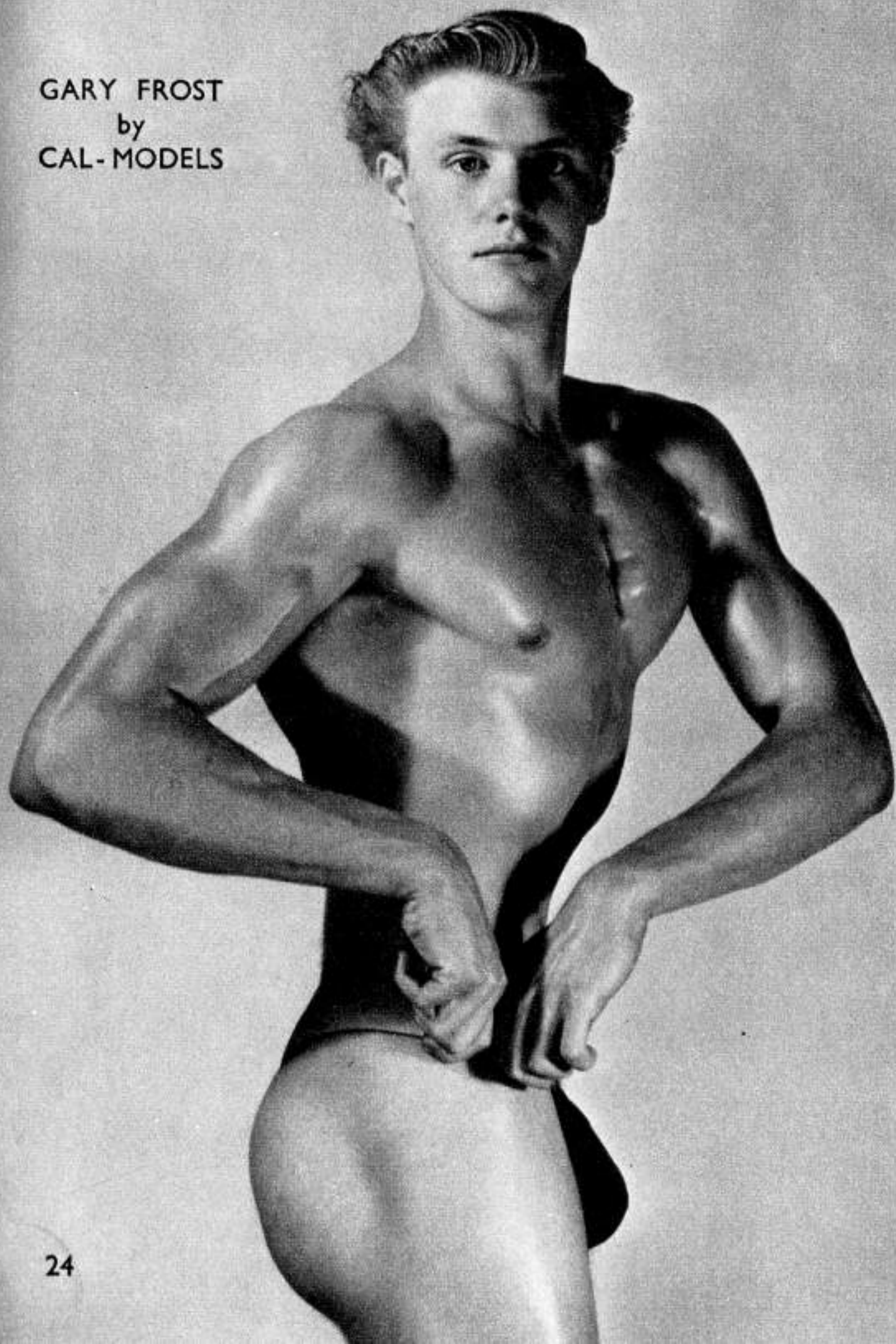


PHOTOGRAPHED BY CAL-MODELS





GARY FROST
by
CAL-MODELS



Models WANTED!

While we normally receive from the world's physique photographers many outstanding pictures for use in the magazines, the amount of published works far out-numbers the output of most studios—the increased interest in physique photos creates a tremendous drain on the average photographer.

Therefore, in order to ease this situation somewhat, we would like to have private parties send in work which either they have taken of a buddy—or else their own shots. We know, from experience, that there are many, many good builds hidden away in smaller communities where there are no professional physique photographers. It is this group that we are most anxious to reach and to receive photographs from. Hidden away are some terrific personalities, exceptional bodies—and we hope to uncover some of them . . .

Please send us glossy prints only, try and get them as sharp as you possibly can, and with the full understanding that any chosen by us will be published in this magazine. For print sizes, we prefer that they be in the category bounded by 4 x 5 as the smallest and 8 x 10 as the largest. You may choose a 5 x 7 format if so desired.

IF you have any intentions of being in the California (U.S.A.) area at any time, and wish to be photographed, we have made the necessary arrangements with one of our friends. For an appointment to be interviewed write to: Male Classics, P.O. Box 1108, San Francisco (1), California . . .

For convenience in mailing in your photos for consideration, we have two distinct addresses. For those on the Continent, in England or Africa:

MALE CLASSICS LTD.

266 Fulham Road,
London, S.W. 10,
England.

For those elsewhere, send to:

MALE CLASSICS

P.O. Box 1108,
San Francisco (1),
California, U.S.A.

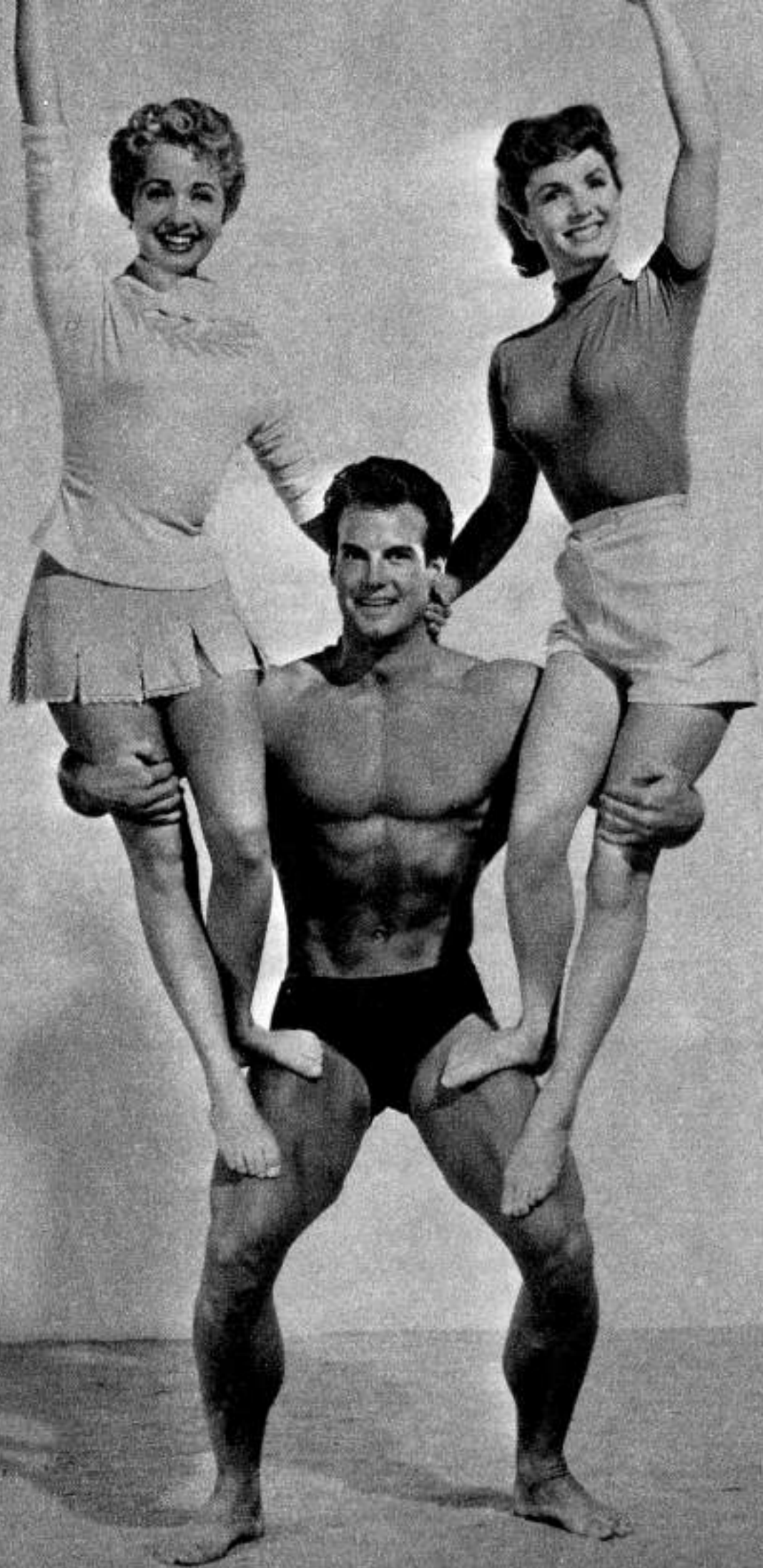
FILMLAND

Muscles pay off . . .

The familiar photograph on the opposite page showing world famous Steve Reeves holding aloft two of M.G.M.'s famous gal stars from the movie *ATHENA*, serves as a reminder of the tough role Steve has had getting to the top in the film world. When *ATHENA* was released, it was a bitter disappointment to all muscle fans for the ridiculing of muscle-men, particularly Steve and the others in the cast. However, by sticking to his guns, learning more about his adopted profession, and hanging on—Steve Reeves has finally made it to the very top of the entertainment world, for he is now rightfully entitled to be termed a STAR . . . His Italian-made film *HERCULES* broke all box office records, and his *GIANT OF MARATHON* certainly didn't hurt, nor did *GOLIATH* and the *BARBARIANS* . . .

With quite a few films under his belt abroad, Steve is being returned to Hollywood (ironically enough by M.G.M., the studio that mishandled him in the first place) and we await his first American filmed story with anticipation. In fact, so successful has Steve become as the *BODY BEAUTIFUL* on the screen, that studios are searching frantically for others to imitate what he has done for the box office! American-International Pictures, who released *GOLIATH* has signed popular physique model Richard Harrison to continue in the Goliath role in Italy. We also understand that Ed Fury has also been signed for a series of three foreign made films along the muscle theme. We hope that all of this concentration on muscles will not over-saturate the movie going public who can tire very quickly of something which they have suddenly made popular by their attendance . . .

It is rewarding, however, to see Steve and the others who have trained so many years, sweating to build-up their terrific physiques, that the end results have at long last proven financially worth-while to them. Let us all hope that this is merely the beginning of full world-wide recognition of the masculine physique by the average person, who so much in the past, was critical of the muscularity of these lads . . . More power to them all . . .



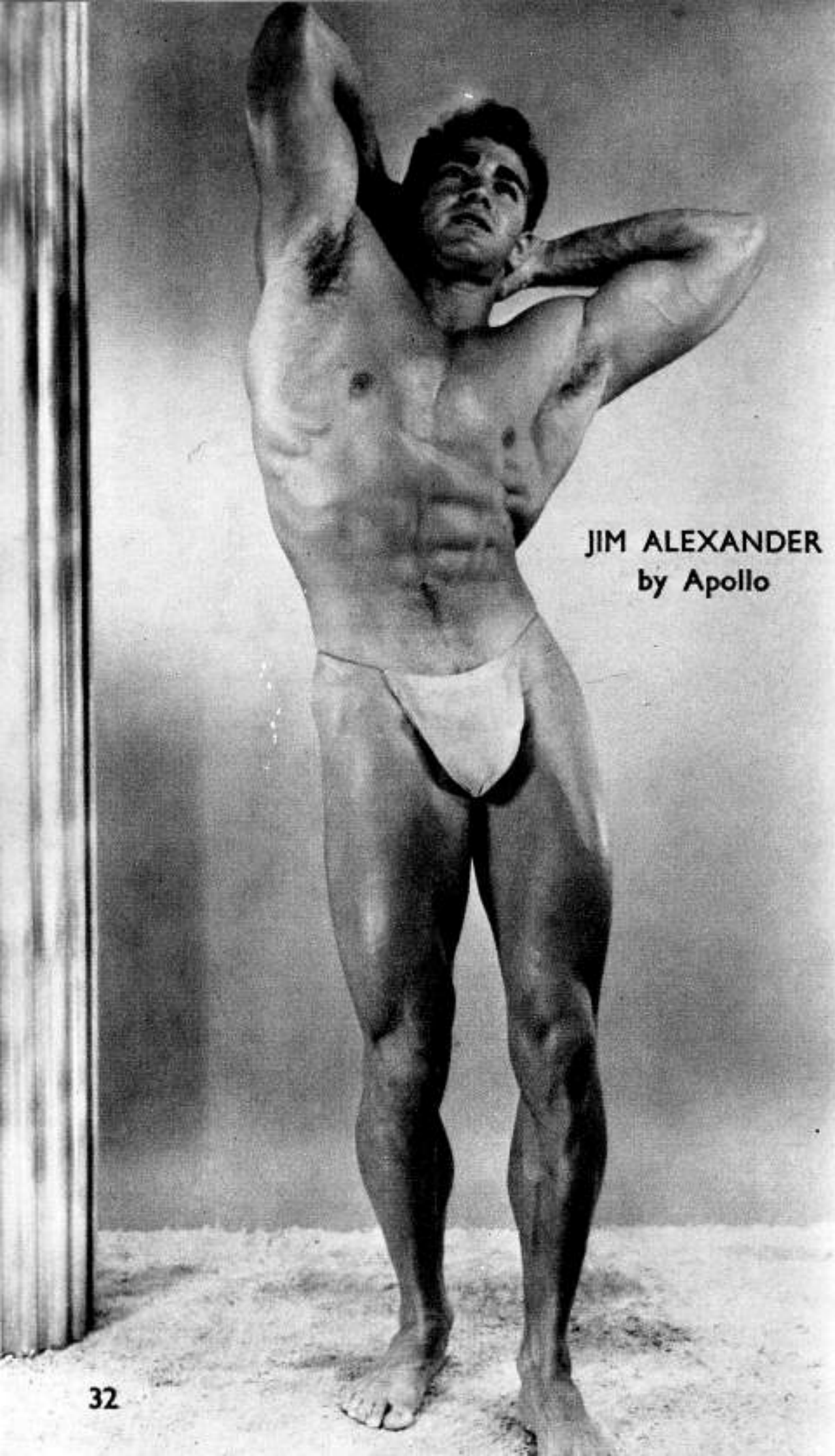


BART SANDERS

Along with presenting a new and virile model to our pages, we also are proud to bring to you the camera artistry of a new photographer—Bill Seay . . . So, we proudly present herewith two firsts! The first appearance of model Bart Sanders, and the first appearance of photographer Bill Seay. We are sure that you'll agree, the combination is terrific . . . Powerful Bart stands a rugged 5 ft. 10 ins. tall and weighs in at a solid 182 lbs. He is twenty-three years old and has already come to the attention of one of the major film studios in Hollywood who are trying to persuade Bart to take up a film career . . . For relaxation after hard work-outs, Bart likes to hit the beaches for sun-bathing or to take up skin diving . . . He is also quite a sports enthusiast and likes car racing. All we can add is—Bart is certainly endowed with the perfect combination of a terrific build and a striking face, both of which should take him far if he decides to enter the films . . .

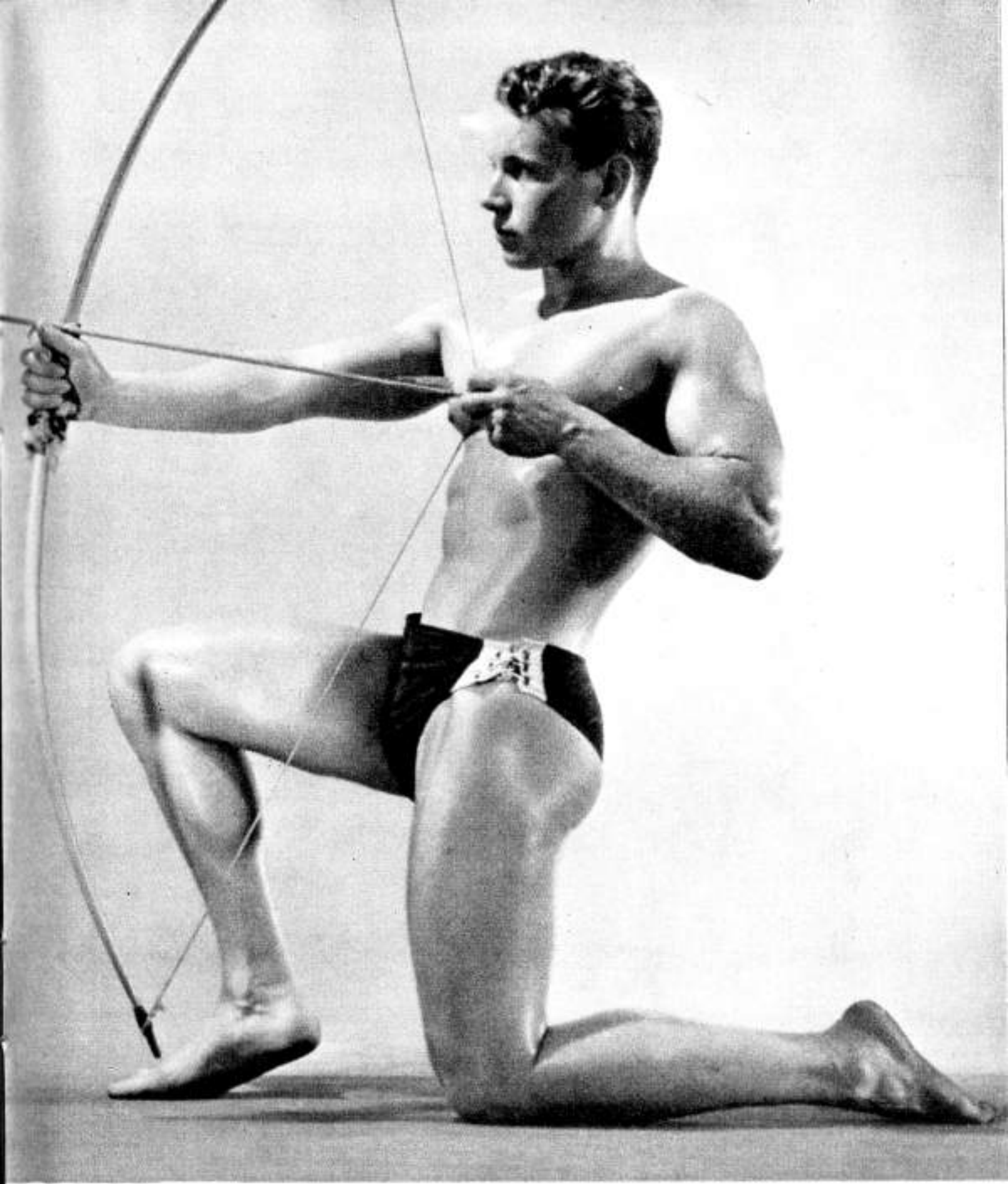






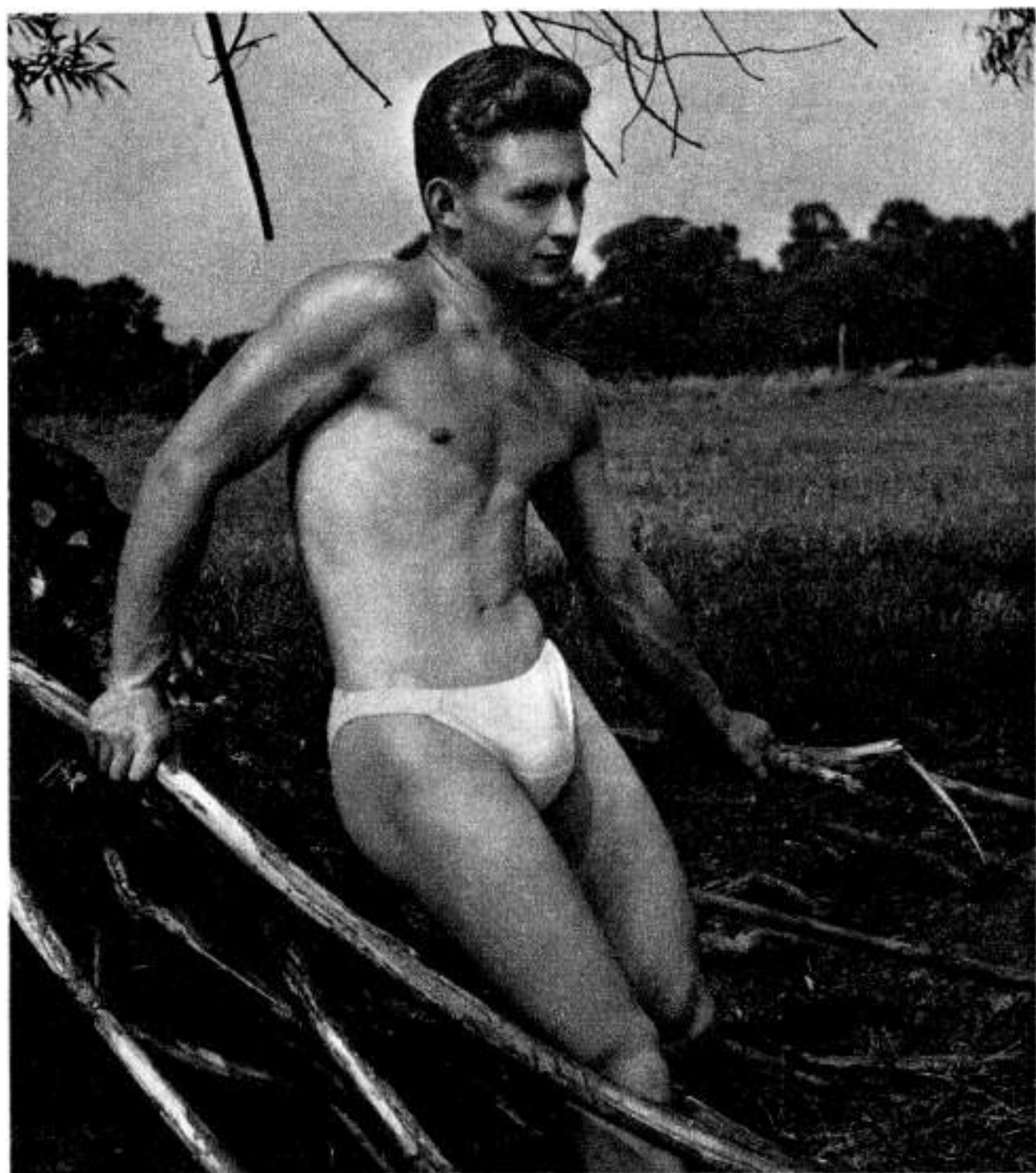
JIM ALEXANDER
by Apollo

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Young Belgian - ALBERT STRUYS

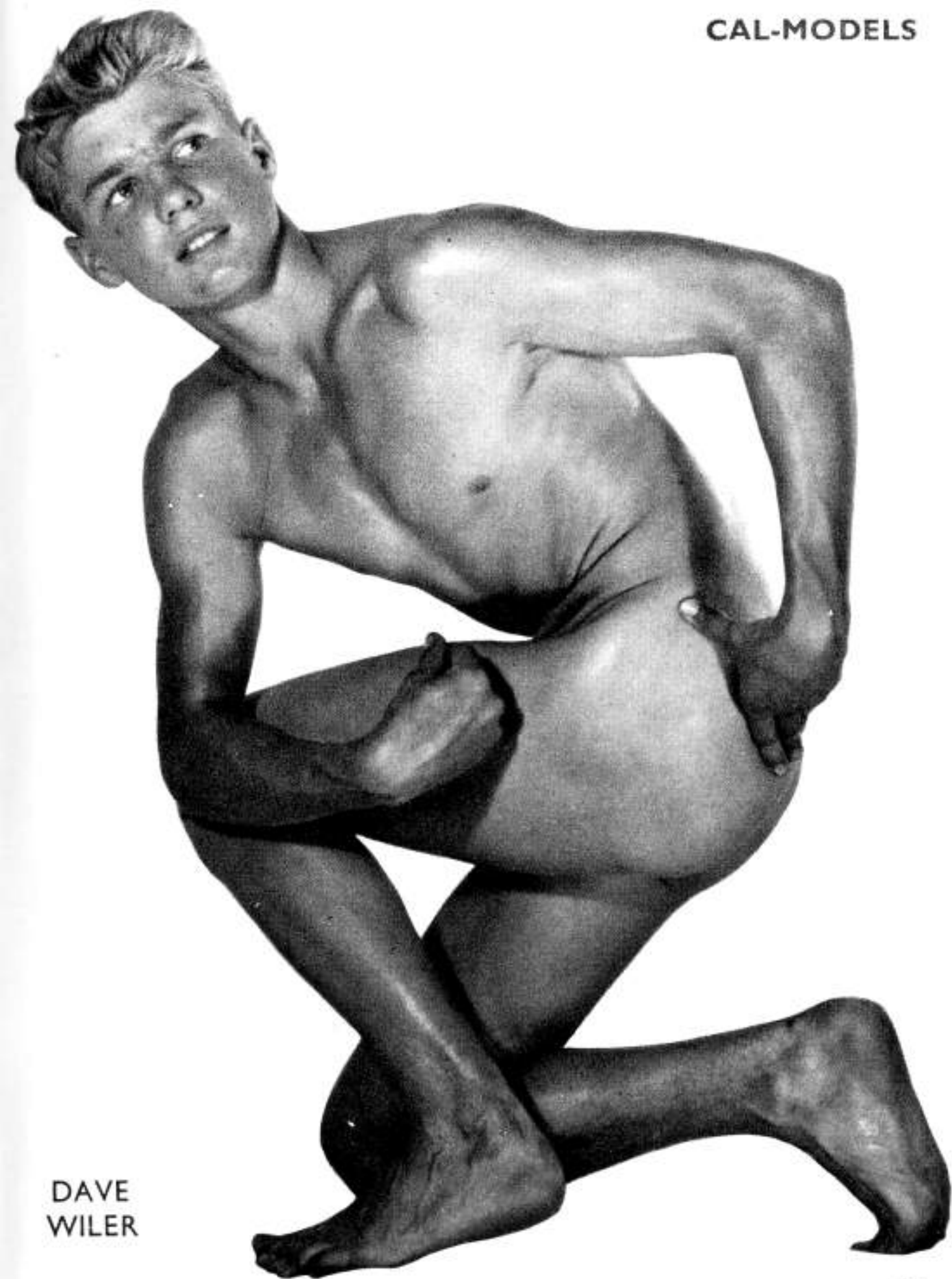
by Arax



**YOUNG TIM MUMFORD PHOTOGRAPHED
IN THE ENGLISH COUNTRYSIDE**

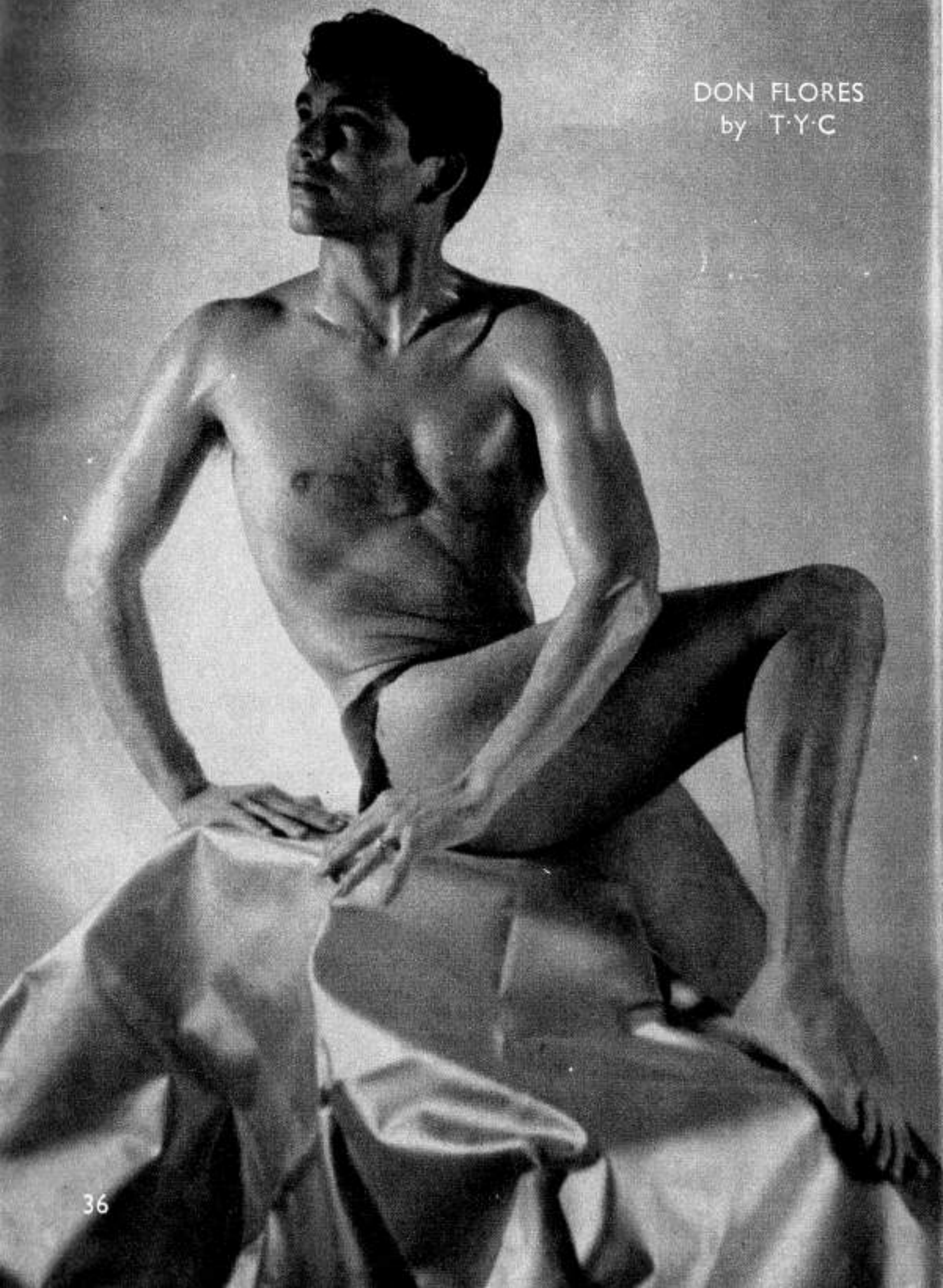
BY BOND

CAL-MODELS



DAVE
WILER

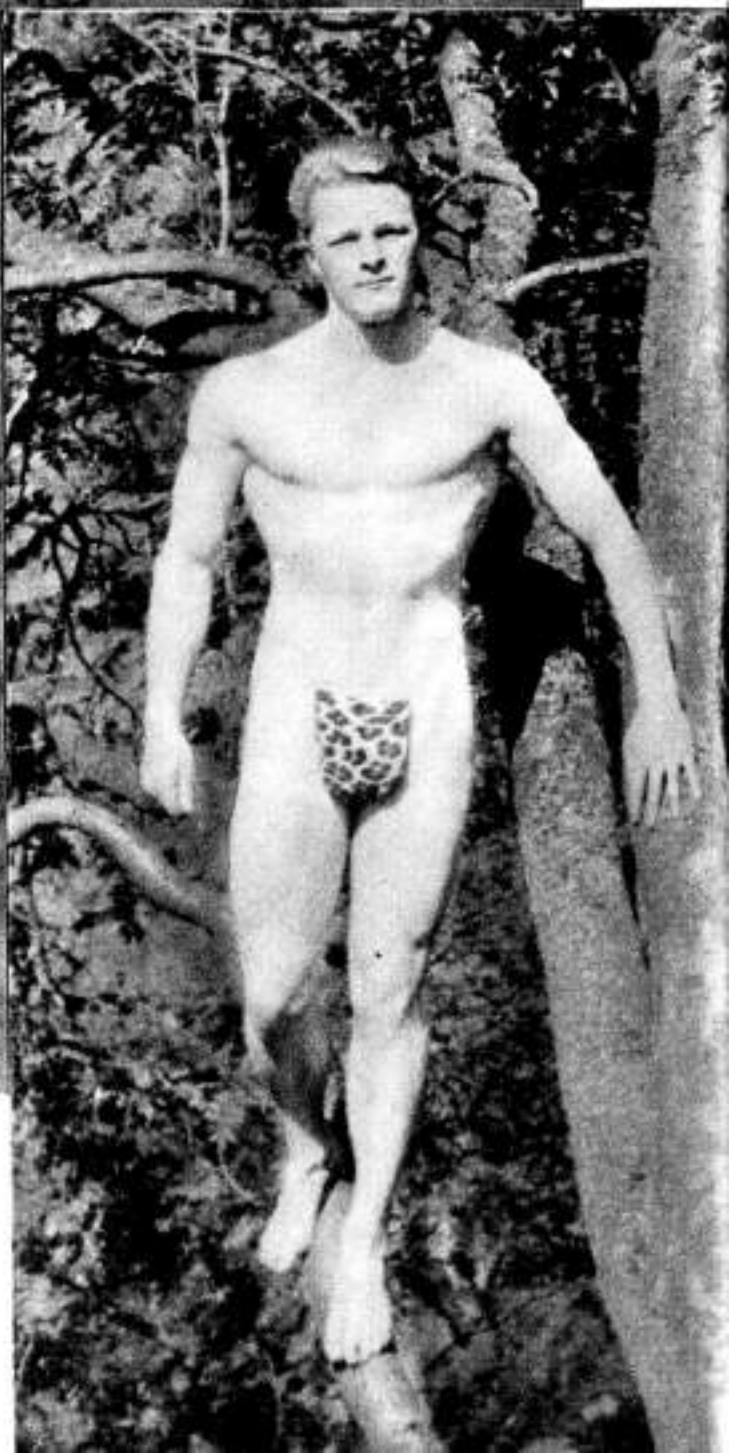
DON FLORES
by T.Y.C



**R
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PETER GEORGE

BILL IRVINE



Photographed in Scotland
BY
HOFFMAN OF EDINBURGH

LEW
MARSHALL

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How to order photographs . . .

At first glance this article might seem to be unnecessary, but we have had so many suggestions by various photographers to do this, that we are herewith presenting a list of DO's and DON'Ts in ordering photographs from the studios listed in our pages.

DON'T ask for frontal nude studies. These are not available from our contributors (in the U.S.A. they are illegal via the mails) and you are only wasting your time and theirs in requesting them!

DON'T clip out an add and scrawl your name across it and send it in an unmarked envelope to a studio. Many a time this handwriting is very unreadable and the customer wonders why he never got his order filled. Clip the add if you will, but list your order specifically on a piece of paper with your name and address—service will be so much the quicker.

DO write your name and address clearly or better yet **PRINT** it out.—Most of the studios agree that their biggest headache is the scrawled out address which they cannot even begin to make-out. So, no matter how much you like your own writing, just remember you're used to it, others are not! Printing is always the best and surest method of insuring the arrival of your order in the speediest fashion.

DON'T just put your address on the outside envelope—but include it also on the inside order. There have been times when accidentally the envelope has been discarded and later it was found that there was no way of finding out to whom the order should have been sent.

DO be certain that you did include your name and address with your order. This sounds very unnecessary, but you would be astonished at the amount of orders which are received by photographers without any return address at all—merely the person's name, but with no return address!

DO take the time to order correctly from the photographer's ads. Another of their strongest complaints is the person that orders just any old model listed in the magazine from the studio—usually the photographer has never met that particular model. Also, in ordering from ads be sure and order only what is listed in the ad—don't "assume" anything that isn't clearly stated in the ad from which you are ordering. For example: some studios do send out free literature or listings of their models, but as a rule **MOST** do not. If a catalog is listed at a certain price, then use this as your guide—don't pester the studio requesting circulars.

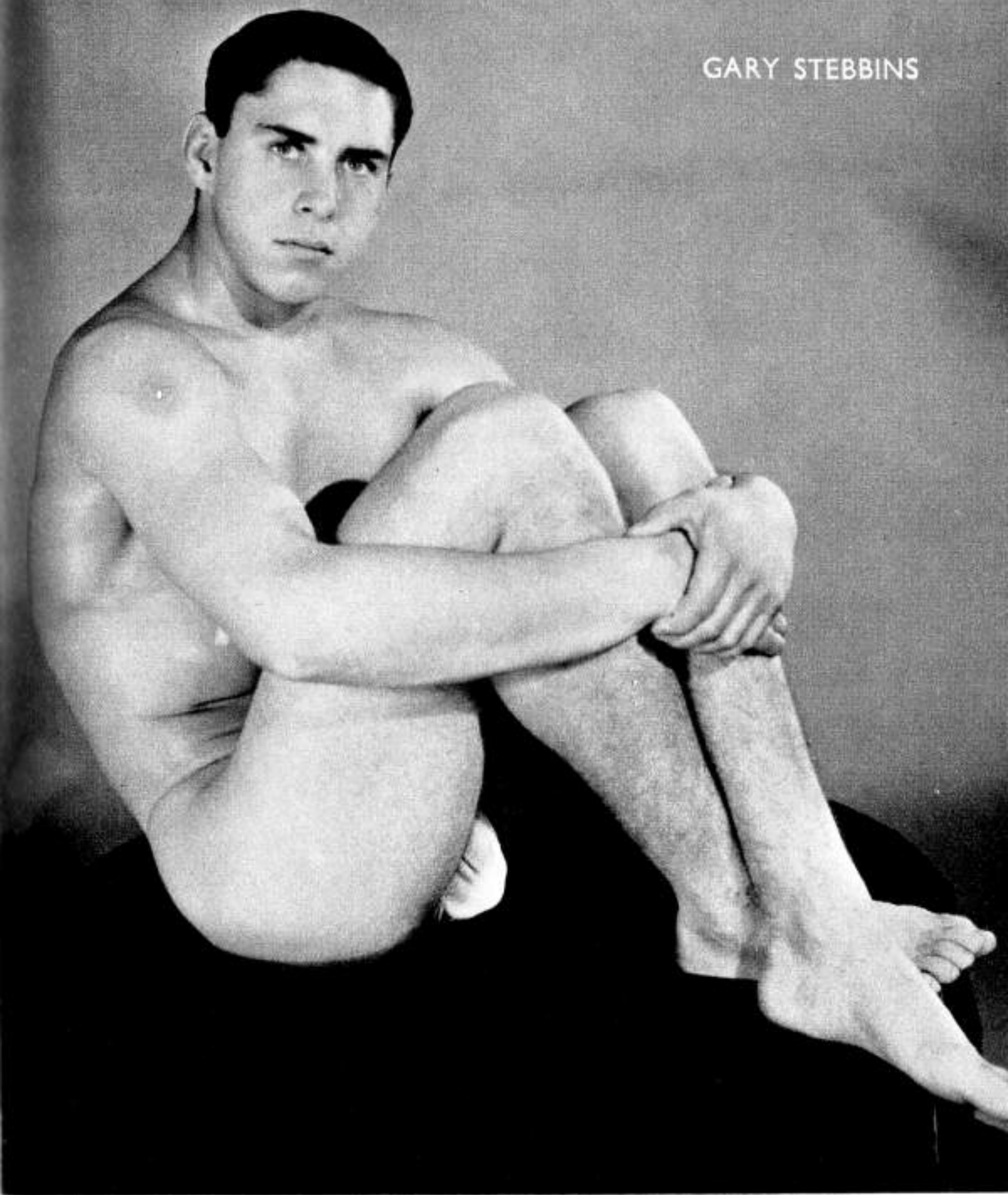
DON'T be the pest—this type usually wants everything for nothing! He entreats you to send him: free catalogs, free sample photos, and at times names and addresses of the models (this is never done, incidentally). To add insult to injury, this person never encloses a reply stamp and even has the nerve to request airmail, **IMMEDIATE** reply . . . There is such a thing as courtesy in mail ordering, and this is in extremely bad taste and will usually bring the writer nothing but silence from the bothered studio . . .

DON'T send stamps as payment for pictures or catalogs. While this may sound like a good idea, it is not! Stamps are not considered legal tender by anyone and while it is true, the studio does have to mail out their work, they are capable of obtaining their own stamps. Usually the stamp sender uses such denominations that they cannot be used by the receiver even if he was willing to make such allowances.

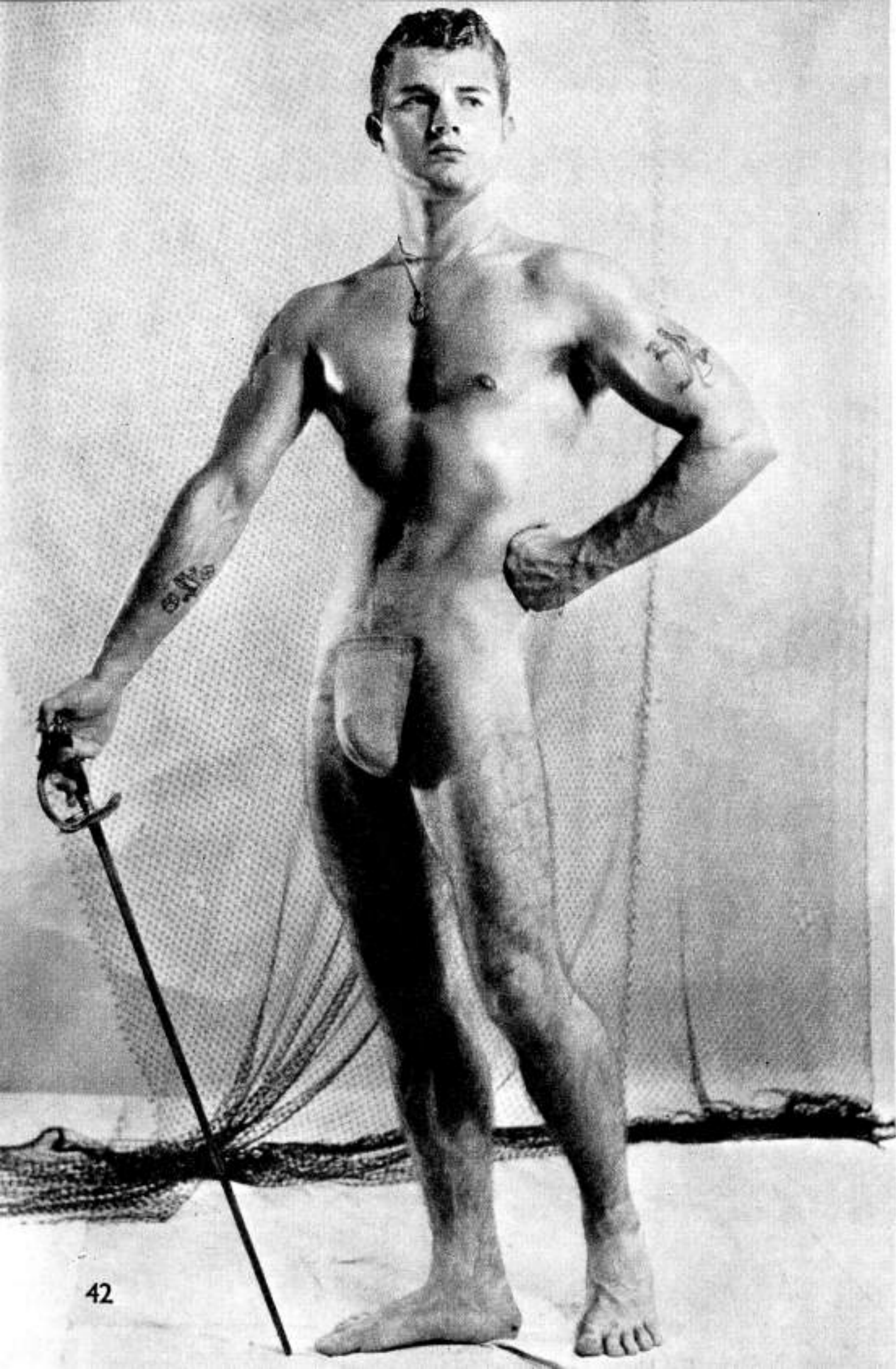
DO remember that our photographers are human beings, not robots equipped with crystal balls, and you'll be amazed at the improved service you'll probably obtain when you use a little common sense and courtesy in your ordering by mail.

DO be good to our contributing photographers and flood them with lots of juicy orders—**TODAY . . .**

GARY STEBBINS

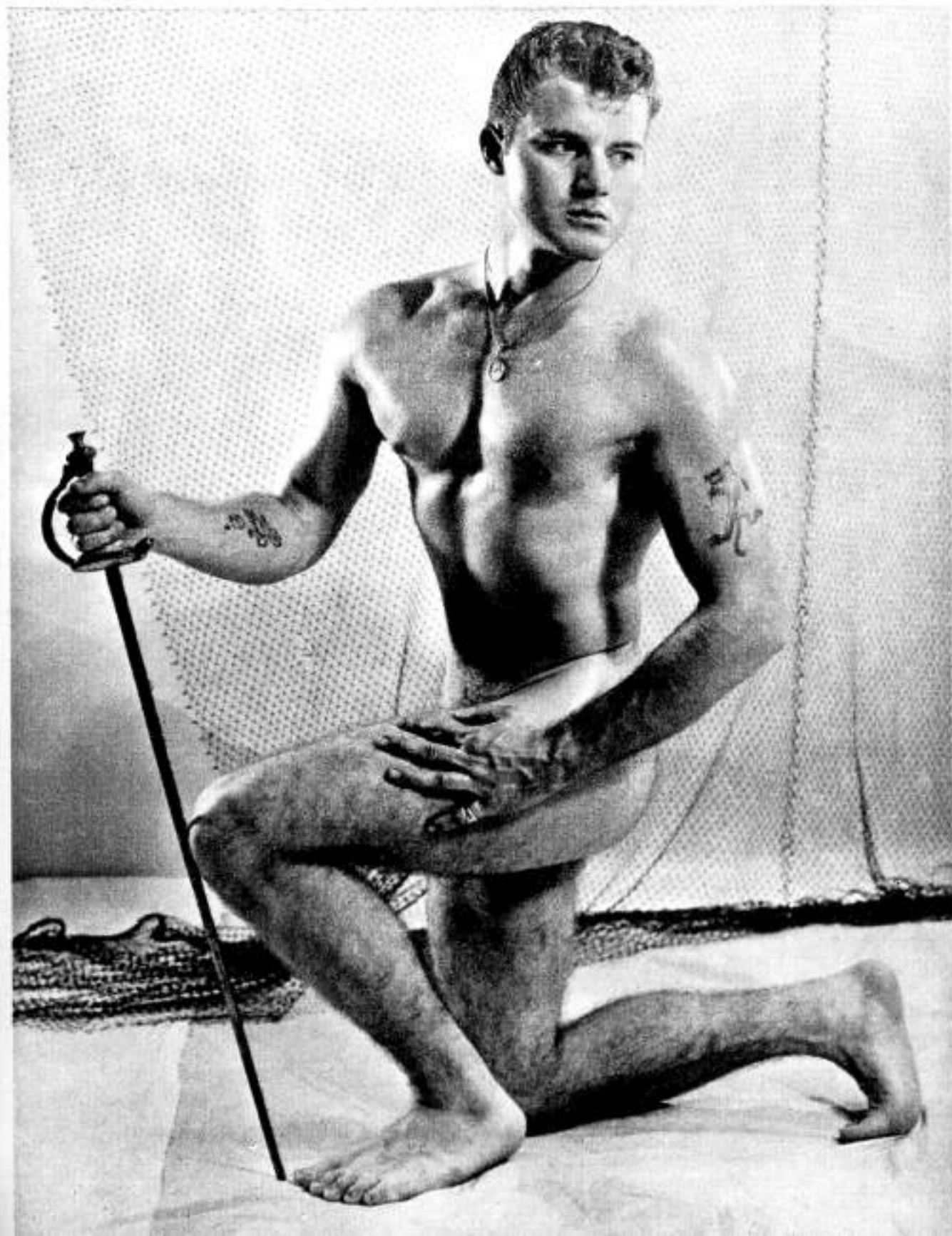


MACLANE STUDIOS



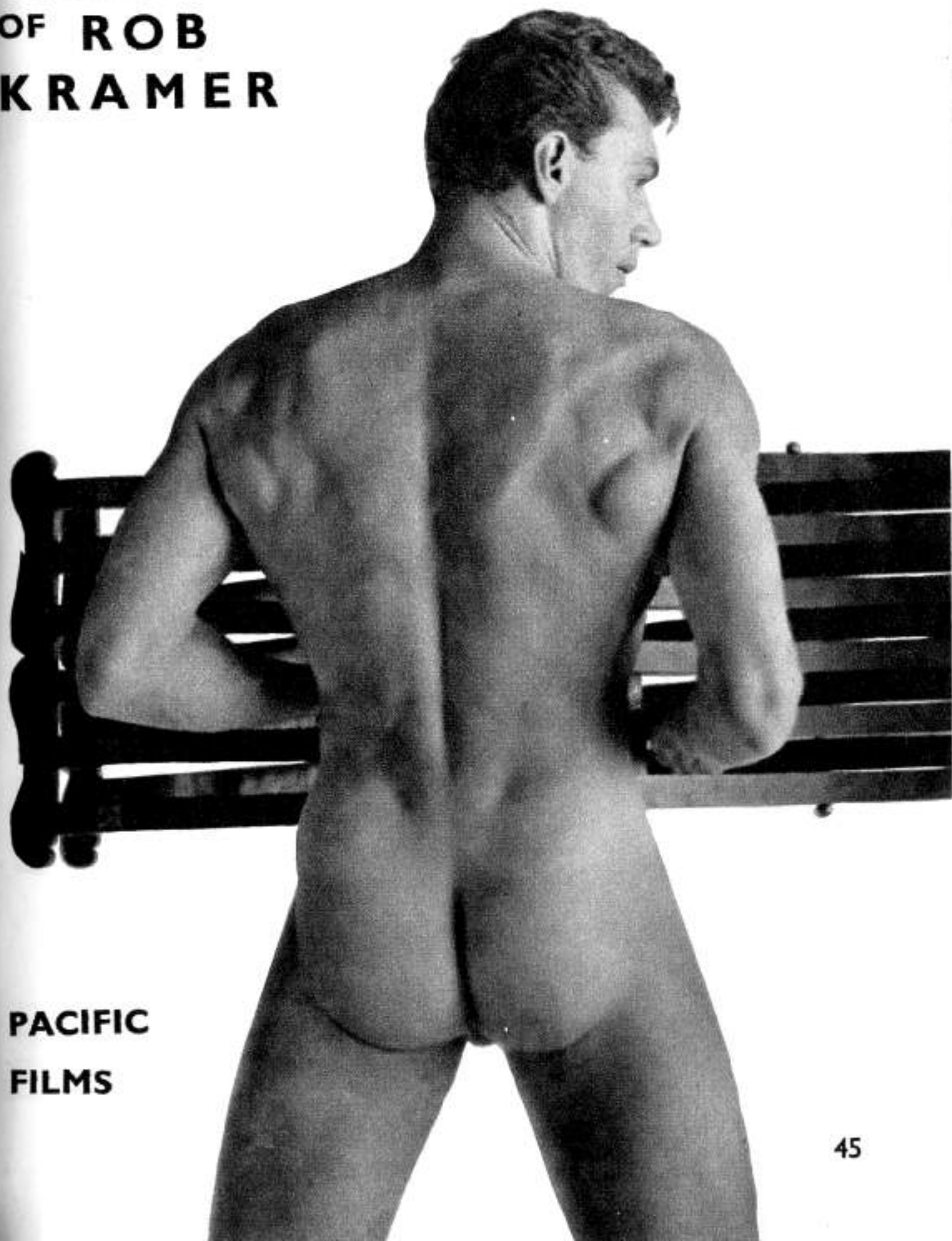
Frank Hlivjka

is certainly no stranger to the pages of any magazine, for this young sailor has been widely published and photographed. Frank has just recently been discharged from the Navy and has returned to his home town to settle down into civilian life. He is 22 years of age, has a 44 in. chest, offset by a 30 in. waist. These photographs were by J. ZENITH . . .





**2 BEAUTIFUL BACK STUDIES
OF ROB
KRAMER**

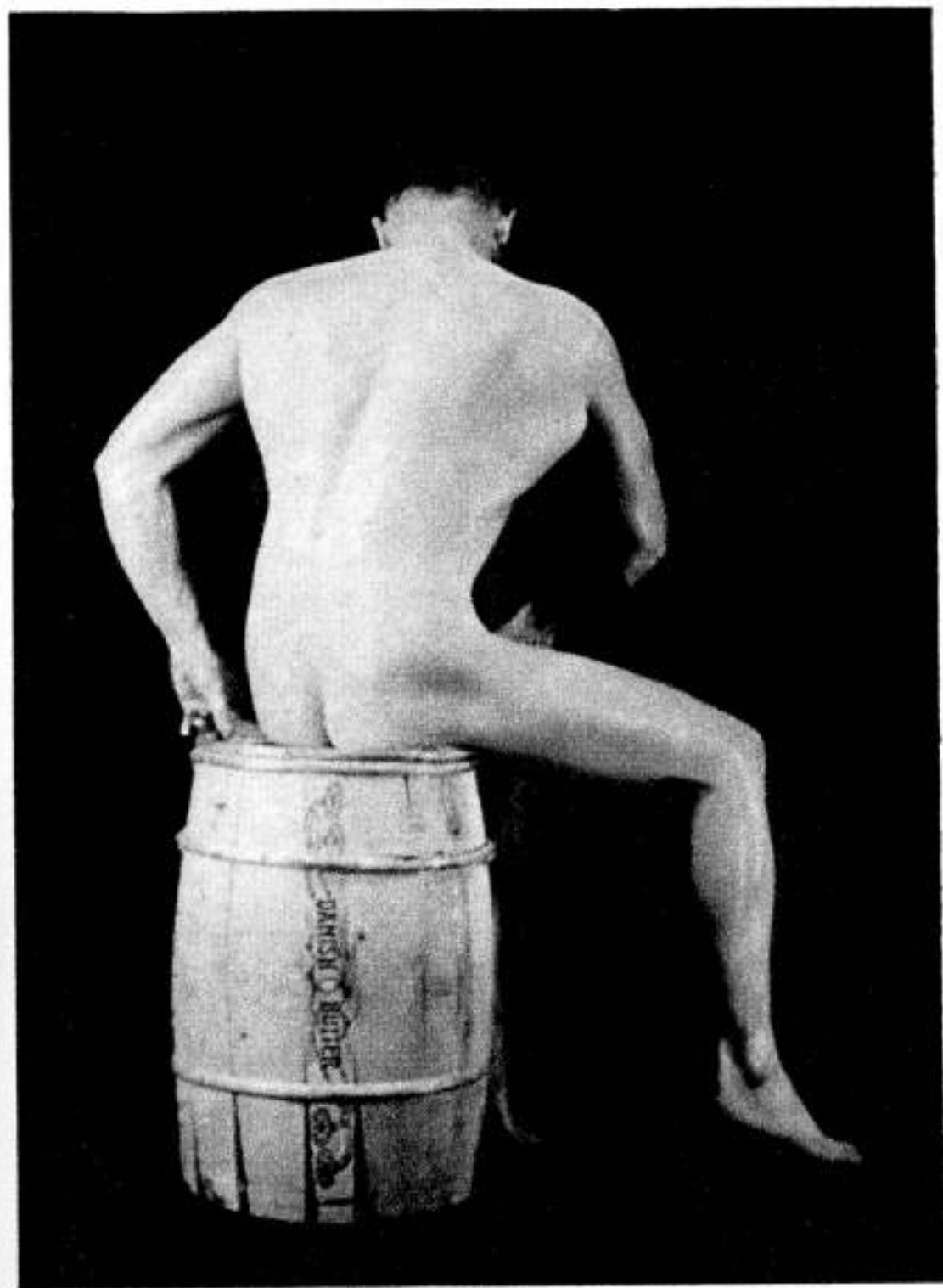


**PACIFIC
FILMS**



**SEVENTEEN YEAR OLD BERT JENSON
OF SWEDEN — by STAN**

DAVE PURVES



by Hoffman

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Address

Please send me

Waist size Colour

Enclosed is

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Artistically designed. Plain White Nylon or Shaped Batiste. All colours at:

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In sheer White or Black Nylon. Full support given. Comfort assured. Washed in a moment—dried in an hour. Designed for the Active "Man about Town". The Manhattan also available in White Aircool Cotton Mes. 7/6, \$1.

Manhattan 12/6 \$2

Riviera 12/6 \$2



MANHATTAN



RIVIERA

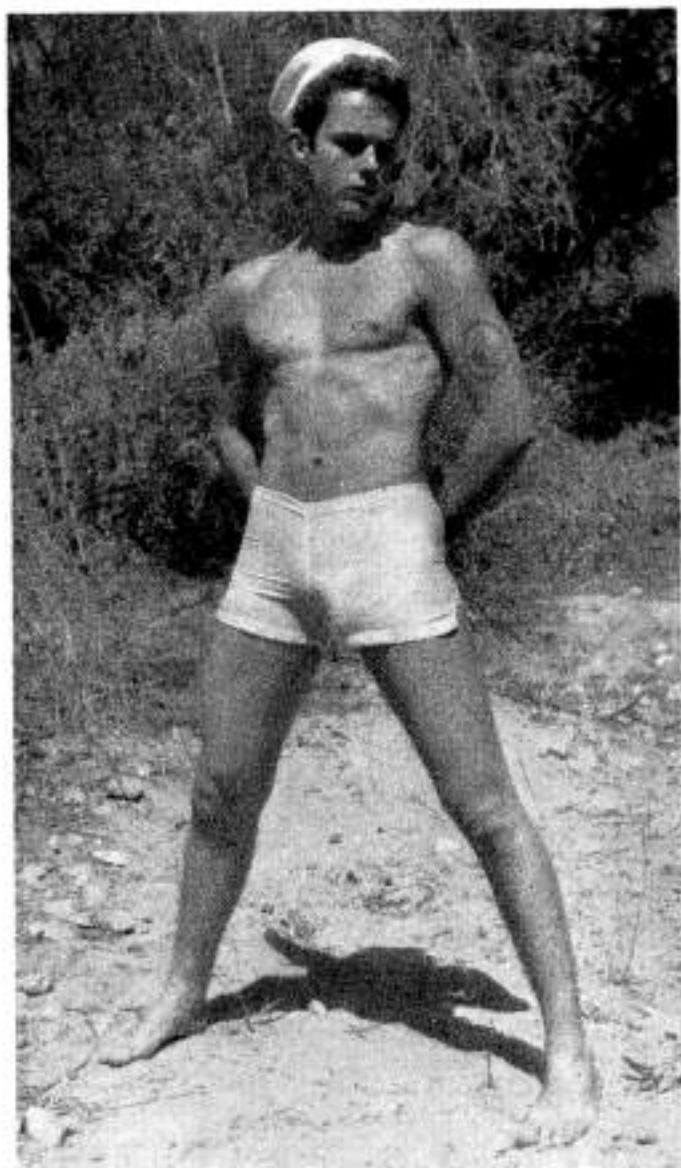
FRANK HLIVJKA



22 year old seaman available in . . .
12 (4 x 5) Photos for . . . \$2
12 (8 x 10) Photos for . . . \$10

Order from
J. ZENITH
5880 Hollywood Blvd.
Hollywood,
California.

SCOTT



Announces a catalog of American model
Rick Corey...price \$1 (5/-). Complete
general catalog included.

**NUMBER ONE, ORME COURT
LONDON, W.2., ENGLAND**

PHOTO

Contest

How would you like to win a free TWO YEARS subscription to ADONIS and BODY BEAUTIFUL ? This is the prize award for winning our physique photos contest. The following rules shall apply to the contest:

1 Photographs to be submitted should be no smaller than 4 x 5 size and no larger than 8 x 10 size. Prints should be sharp and clear, should be artistically composed. Submitted photographs become the property of Adonis Ltd., and used in publication at contest's end.

2 There will be two distinct classifications in this contest . . . The ADULT contest will cover the age group from 20 years upwards. The JUNIOR contest will cover the teenage group, whose maximum age will be 19 years of age. Each group's winner will receive the two years free subscription to ADONIS and BODY BEAUTIFUL publications.

3 Contestants may enter from any country in the world. For the convenience of those in different parts of the planet, we have arranged for the following mailing address to receive these entries:

For England, Europe or Africa mail your entries to:

Adonis Ltd., 266 Fulham Road, London S.W.10, England.

For those of you in the Western Hemisphere you may send your entries to:

Adonis Ltd., P.O. Box 1108, San Francisco (1), California, U.S.A.

4 This contest closes as of February 28th, 1961, so all entries must be in our hands by this date. The winners and runners up will be then announced as soon as possible thereafter in the pages of these magazines.

5 Be sure and include some data with your entries . . . such as: your measurements, how long you've trained or how you've developed your body, your interests and hobbies, etc. Of course, it will be the photo which will be judged, but we would like the other information as well.

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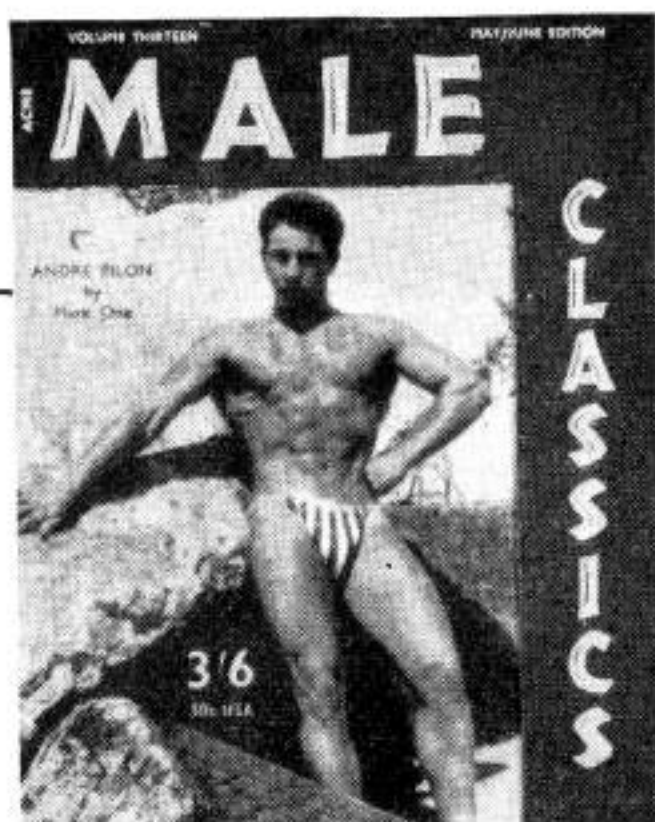
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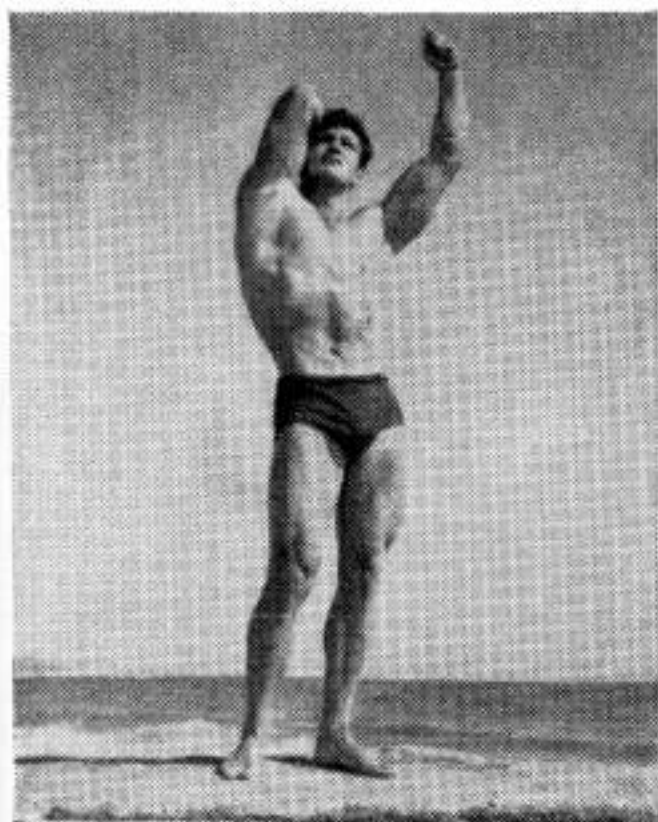
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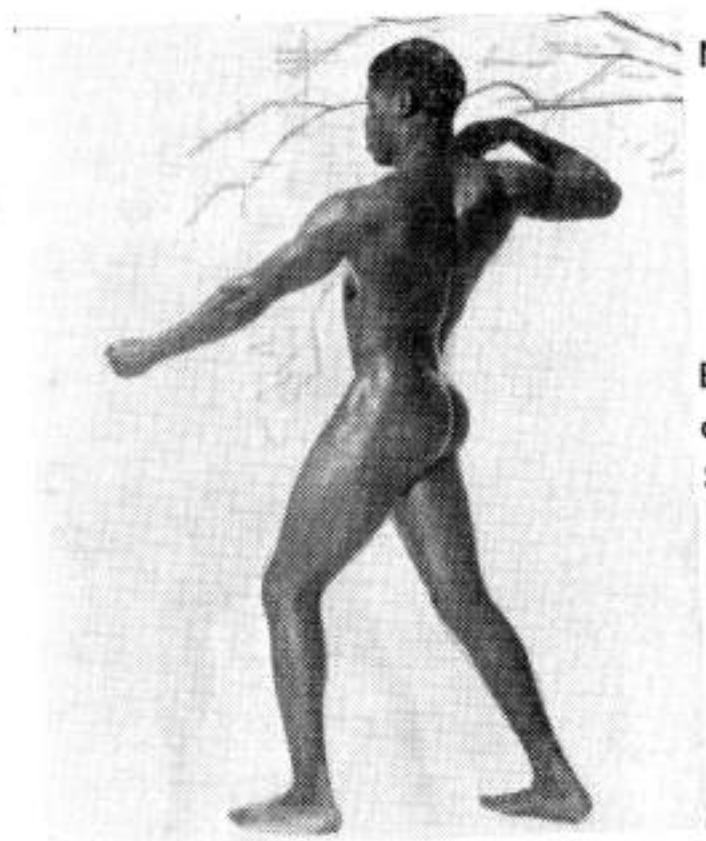
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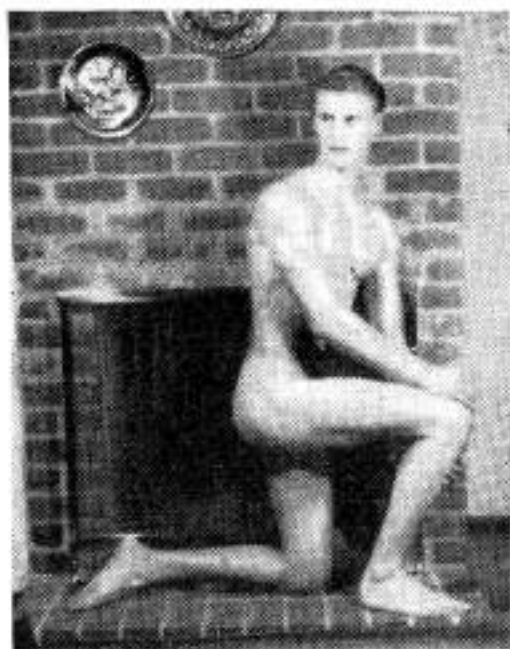
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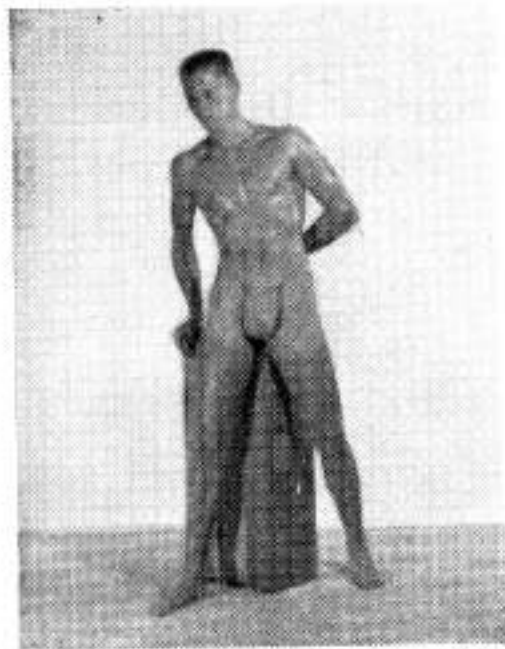
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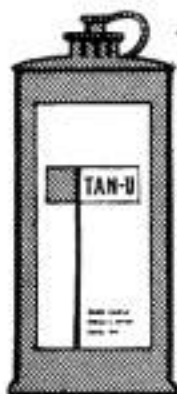
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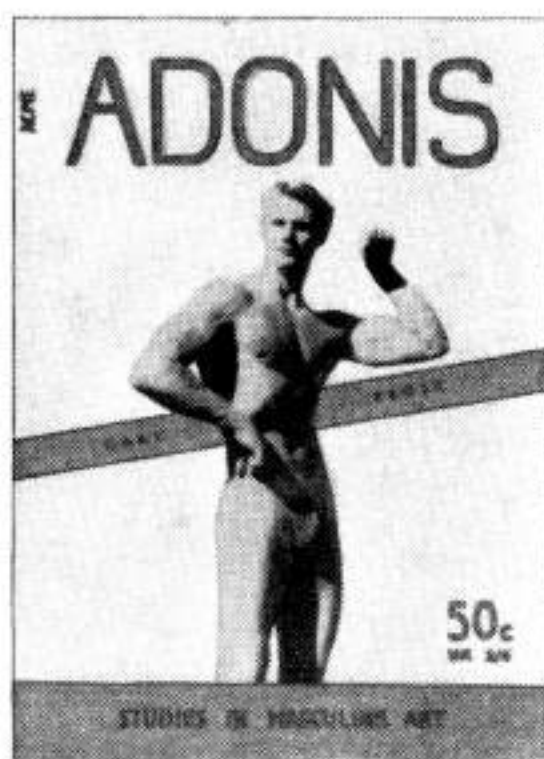
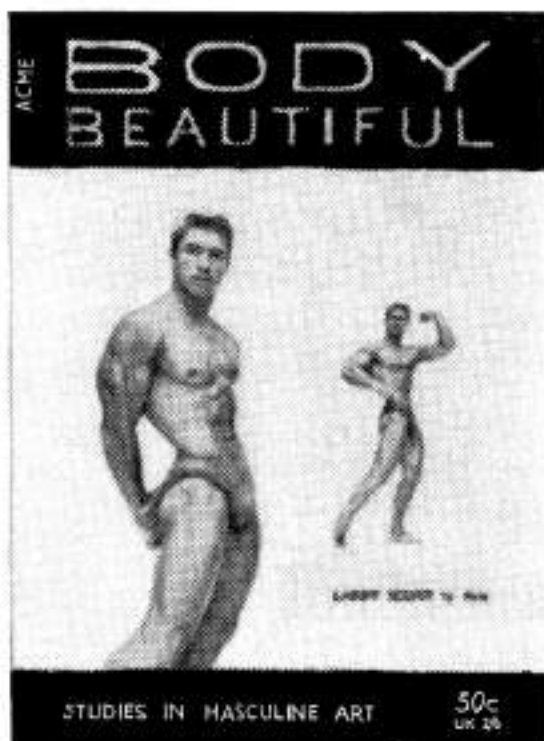
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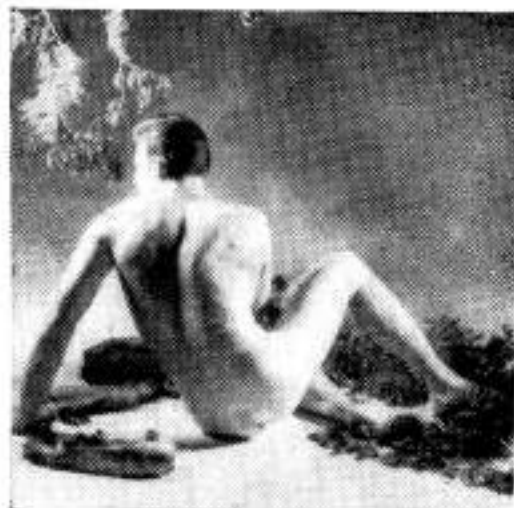
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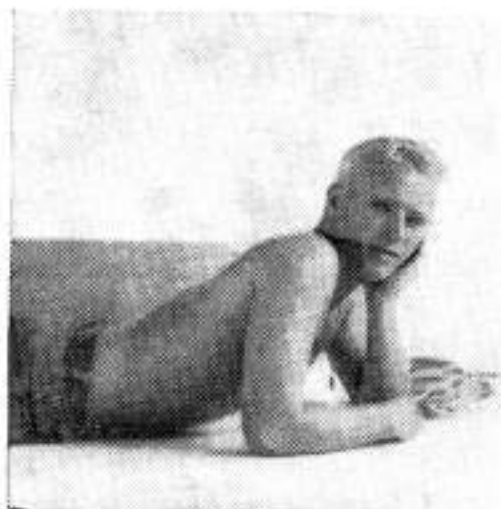


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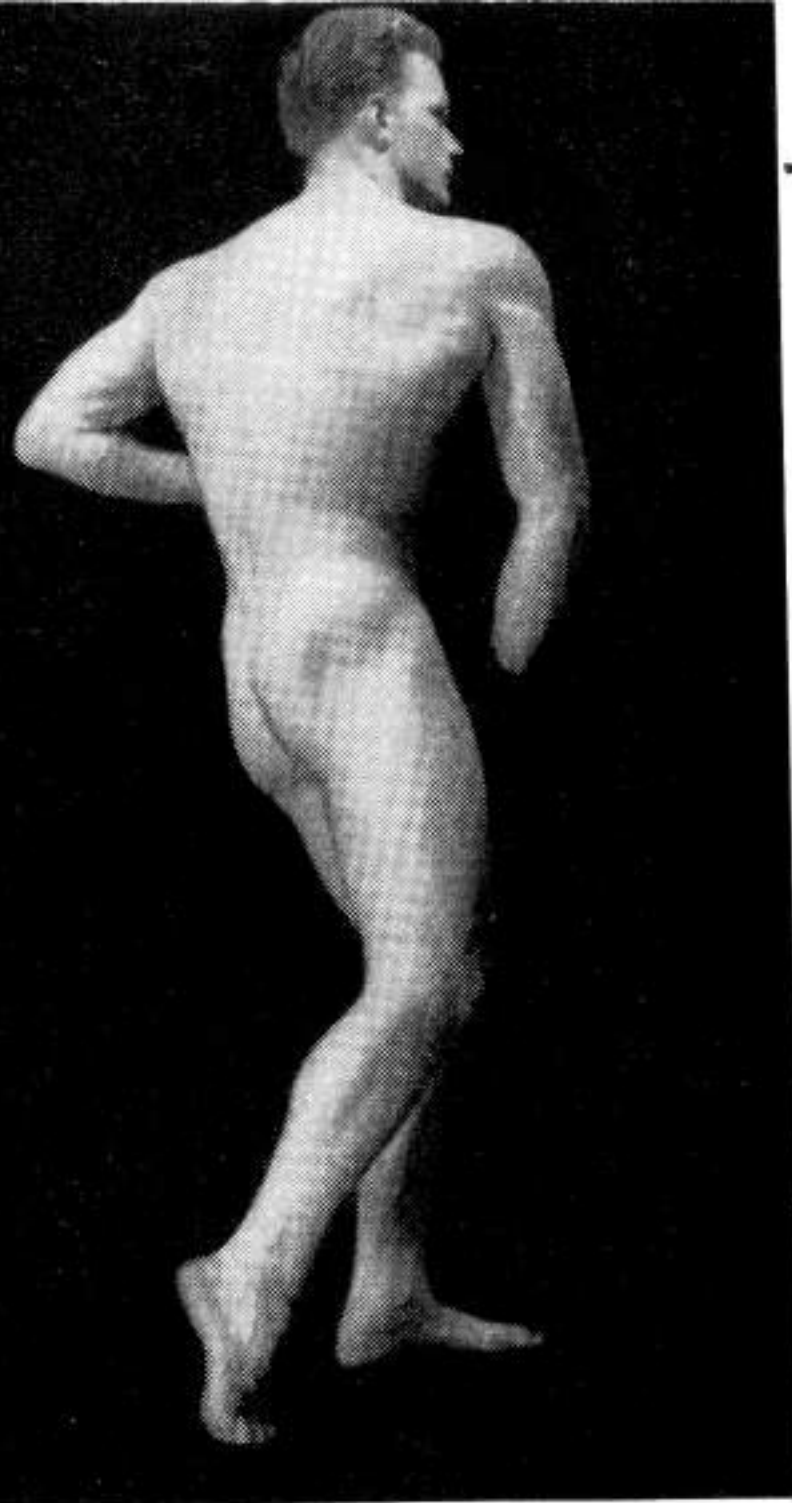
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